

“I get stuck after demo/POC – how to solve?”

It’s often confusing why active deals with “good conversations” stall after a demo or POC. Here are the most common reasons and fixes, arranged from least to most effort.

REASON ↓	FIX ↓
Prospects Have No Painful Need	
People you talk to don’t have a painful need to solve the problem you’re addressing. They ask for a demo too early.	Don’t invest in a demo or POC for an unqualified prospect. Always begin with discovery. Ask prospects: What is the problem? Why is it important and urgent to solve? What will happen if it is not solved quickly? Concrete answers qualify. Anything vague is a no-go for demo time.
Wrong Buyer Role	
You’re speaking with people who don’t have enough influence to build the internal consensus required to run a POC and then buy. (Even though they may think they do.)	Target influential roles such as CISO, CIO, CTO, or CEO – depending on the organization's size. Don’t move to demo before confirming their buying urgency and establishing a clear path to consensus.
Your Demo Sucks	
Your demo/POC doesn’t show what prospects need to see to move forward.	Learn how the main buyer defines success criteria. Organize the experience entirely around their definition of value and risk.
Your Solution Sucks	
Your solution either fails to remove the pain or introduces additional pain that makes the trade not worth it for the buyer. (It’s true in absolute terms or relative to your competition.)	Diagnose show-stoppers (ask the buyer). Decide: Does a more aligned client profile exist? → Retarget. Otherwise, enhance your solution to resolve the show-stoppers.