

Short demo · 2:34 · three rows

Every demo starts as a storyboard, one row per chapter: a frame that earns attention, the key phrase that carries you into the chapter, the evidence on screen, and the line that lands it. This is the short demo read back from the recording.

ROW	FRAME	TRANSITION · THE KEY PHRASE	EVIDENCE	THE QUOTE	SCREENS SHOWN	THREE TAKEAWAYS
1 The test drive starts 0:00 · runs 0:32	Buying a new car: you research online, but you still go to the dealership and take the test drive.	Opens cold on the frame, to camera.	• To camera, at the desk • Buying a car is a major investment; so is hiring your sales engineering leader • Sets up the test drive the rest of the video delivers	<i>“Buying a new car is a major investment, very much like hiring the head of your sales engineering team is.”</i>	Camera only	• A hire this size deserves a test drive • You are about to get one • The car comes back in the close
2 The build: the CRM, the Deal Desk, the telemetry starts 0:32 · runs 1:43	—	“So I’m here today to show you how I’ve gone and applied my own proprietary pre-sales methodology to a go-to-market job hunt strategy.”	• Demo workbook: dashboard, rubric, opportunities • Deal Desk before and after the run: 10 new, no click • Weighted priority list for the day • Telemetry: 58 opportunities, funnel, channel and source • 10 unrated, waiting on human review	<i>“I started that by building my own CRM using multiple AI engines to QC each other.”</i>	Demo workbook (dashboard, rubric, opportunities), then the Demo Deal Desk (morning queue, priority list, telemetry, one opportunity timeline)	• A CRM built from scratch, checked by more than one AI • New deals arrive scored; the day is planned before the first call • Every number visible; nothing goes out without human approval
3 Under the hood: the site starts 2:15 · runs 0:19	The car returns: “under the hood,” “revs my engine.”	“Now, if this has piqued your interest and you wanna take a closer look under the hood...”	• The site: the demo section, then the evidence cards • Points to the longer demo and the methodology • Ends on the last word	<i>“See what really revs my engine.”</i>	The site itself: the demo player and the evidence cards	• The car frame closes the loop • The site was built in the same couple of weeks • The proof lives there, not in the pitch