

This sheet is a handout material from Udemy course:

[Essentials of Software-as-a-Service \(SaaS\) Business.](#)

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Customer Engagement

In the competitive world of SaaS, engaging customers at every stage of their journey is vital for sustainable growth. We'll explore how SaaS businesses can captivate prospects and users through a critical phase: **product demonstration**.

You'll understand how to craft compelling product demos that tell a story and how to delight existing customers to turn them into loyal advocates. Looking forward to seeing you in the upcoming video!