**Tutor.com Demonstration Guide**

If you have the opportunity to demonstrate Tutor.com to patrons, we can help! With the right tools, you can get patrons using the service and spreading the word about it. A complete demonstration is made up of three components.

1. Show them what it can do for them, not just what it is.
2. Get them connected. If you are able to sit a class down and let them login and try it, they are more likely to use it later.
3. Send them home with a reminder. Give them either a bookmark, a flier, a brochure…something tangible to hold in their hands and see or share later.

The Tutor.com Client Resource Center has all of the tools you need to accomplish each of these tasks. It also can help you prepare for the actual presentation.

Before you give a demonstration, it is important to understand the service so that you can answer any questions that are asked as well as share your own relatable stories to make provide a personal connection. So, make sure you have been trained on using Tutor.com and make sure you have used Tutor.com.

Visit [www.tutor.com/clientcarelib/training](http://www.tutor.com/clientcarelib/training) to watch a full training video so that you can truly understand everything we have to offer.

Then, log into your library’s program and really look at it. Watch some videos. Take a practice quiz or two. Have a session with a tutor. Don’t just “kick the tires.” Take it for a true test drive.

Once you feel comfortable with Tutor.com and all it has to offer, visit [www.tutor.com/clientcarelib/demos](http://www.tutor.com/clientcarelib/demos) to download PowerPoint slides and access our practice classroom. Then, hop over to the [www.tutor.com/clientcarelib/handouts](http://www.tutor.com/clientcarelib/handouts) page to download customizable hand-outs you can print as needed.

Our demonstrations are geared towards either parents & teachers or to students. Both PowerPoint presentations are fully scripted and are customizable. Depending on the time you have to present, choose the slides that are most relevant for your audience. Also, remember when you are demonstrating, essentially you are “selling” the service to the audience. This means it is important to concentrate on the benefits and not just the feature. If you don’t want to use our script, that’s okay, but just make sure you tell them how it will help them and not just what it is.

As you prepare for your demonstration, if you need any help or have questions, please reach out to your Client Services Manager or email clientsupport@tutor.com.