

THE 5-MINUTE APP DEMO SCRIPT

Word for word — how to demo your AI app
and close the client in five minutes.

Works on Zoom, Loom, or in person • Includes 7 objection-crushers

An exclusive bonus for Snap Apps AI customers

Before You Hit Record

Three things to have ready before any demo. Do these and you'll look like a pro:

- ✓ **Build the app FIRST.** Have a working, branded version of the client's app already live. Nothing closes faster than showing them THEIR business in a real app, not a mockup.
- ✓ **Know their #1 pain.** Open with the exact problem they told you about. The demo should feel like the solution to their specific headache.
- ✓ **Have your price ready.** Decide your number before the call. When they ask "how much?", you say it with zero hesitation. Hesitation kills deals.

The whole demo is 5 minutes. Keep it tight. The goal is not to explain everything — it's to get a "yes, let's do it."

The 5-Minute Script

Read it close to word-for-word the first few times. Adapt once it's natural.

MIN 1

The Hook (0:00 – 1:00)

Skip small talk. Anchor on their problem immediately.

"Thanks for hopping on. You mentioned that [their problem — e.g. leads slip through the cracks because no one replies fast enough]. I built something that fixes exactly that — and I want to show you the actual thing, not slides. Give me 5 minutes and you'll see your own version working live. Sound good?"

MIN 2–3

The Live Demo (1:00 – 3:00)

Share your screen. Show THEIR branded app doing the one thing that solves their pain. Narrate the outcome, not the tech.

"This is your app — your logo, your colours, your brand. Watch what happens when a customer lands here... [perform the key action — e.g. type a question, the AI answers instantly, then captures the lead]. That lead just landed in your inbox. Automatically. 24/7. While you sleep."

"Notice I'm not touching any code. Once it's live, it just runs. No apps to install, nothing for your team to learn."

MIN 4

The Value Bridge (3:00 – 4:00)

Connect the app to money. Make the price feel small next to the result.

"So think about it — if this captures even [e.g. 2 extra leads a week], and one turns into a customer worth [\$X]... this pays for itself in the first [week / month]. Everything after that is pure upside."

MIN 5

The Close (4:00 – 5:00)

State the price plainly, then ask a simple yes/no question and STOP talking.

"To build this out fully — branded, live on your domain, ready to go — it's [\$1,497]. I take 50% to start and the rest when it's delivered, usually within [5–7 days]. Want me to get started?"

Then say nothing. Let them answer. The first person to speak after the price often loses the negotiation — so wait.

The 7 Objection-Crushers

What to say when they hesitate. Stay calm, agree, then redirect.

1 “It’s too expensive.”

Your reply: “I hear you. Let me ask — what’s one new customer worth to you? If this brings in even one or two, it’s already paid for itself. This isn’t a cost, it’s a tool that makes you money while you sleep.”

2 “I need to think about it.”

Your reply: “Totally fair. Usually when someone says that, there’s one specific thing they’re unsure about. What’s the main thing on your mind — is it the price, the timing, or whether it’ll actually work for your business?”

3 “Can you do it cheaper?”

Your reply: “I can build you a lighter version for less — we’d just trim [\[a feature\]](#). But honestly, the full build is what gets you the result you want. Which matters more to you: the lower price, or getting the outcome?”

4 “I already have a website.”

Your reply: “Perfect — this isn’t a replacement, it’s the piece your site is missing. Your website is a brochure; this is a 24/7 assistant that actually captures and converts the visitors you’re already getting.”

5 “How do I know it’ll work?”

Your reply: “You just watched it work — live, with your branding. And I include [\[2 rounds of revisions\]](#), so we tune it until you’re happy. You’re not taking a leap of faith here.”

6 “Let me talk to my partner / team.”

Your reply: “Smart. To make that easy, I’ll send a short summary you can forward. What’s the one question they’ll ask that I can answer for you right now?”

7 “Can you just send me the info?”

Your reply: “Absolutely, I’ll send a one-page proposal today. Quick thing though — is there anything holding you back that I could clear up while we’re both here? I’d rather answer it now than have it sit in your inbox.”

Golden rule: never argue. Agree first (“I hear you”), then ask a question that moves them forward. Objections aren’t rejection — they’re requests for more confidence.