

# Test Drives

Allow your customers to try before they buy

## Why add a test drive to your listing?

### Test drives work for you

- **Get highly qualified leads.** Customers who try out your product are demonstrating a clear intent to buy a similar solution. Use this to your advantage by following up with more advanced leads.

### Your customers benefit, too

- **Reduce friction.** Reduce the friction of the purchase process for customers by allowing them to try your product first.
- **Zero configuration.** The test drive is pre-provisioned – customers don't have to download, set up or configure the product.

## Test drive top tips

### Time your test drive.

- Walk through your test drive from start to finish while running a timer. Assume your customers will take twice the timed duration, as they will be experiencing it for the first time.

### Build a visual test drive experience.

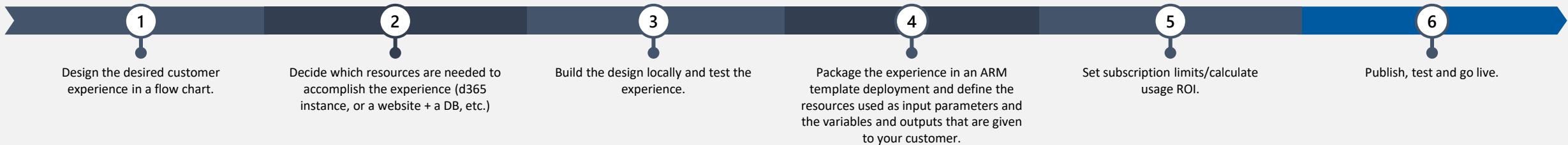
- Use charts and dashboards on an example website to share a more visual experience with your customers.

## Media promotion best practices

- **Referral page and social media:** make sure you have a page that promotes your test drive as part of your website, and schedule posts across your social media channels to promote the test drive.
- **Blogs:** your blog presents a unique opportunity to talk about what makes your test drive stand out and how your customers can benefit from the test drive's features. Include a link to your test drive within the blog itself.
- **Email marketing:** reach out to prospects who have shown interest in your offerings by telling them about the test drive and how they stand to benefit from it.
- **Sales training and tools:** train your sales team to demo the test drive experience and create a few ways in which they can engage their leads and customers with it. This allows the sales team to do demos and then send their leads links to test drives as follow up.
- **Trade shows and conferences:** the test drive can be leveraged when you have a booth at a trade show. It's a great way to engage prospects by allowing them to demo your product at the booth.

## How to set up a test drive

### Azure Resource Manager (ARM) test drive



### Microsoft Hosted test drive (D365 only)



### Logic app test drive

