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The Demo-Calendar Teardown

How the fastest-growing cross-border & supply-chain SaaS fill their demo calendars from LinkedIn

For software / SaaS founders selling into e-commerce and supply-chain buyers.

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— The problem this solves

Most cross-border SaaS founders have a product buyers would love — and a demo calendar that's empty. The gap is almost never the product. It's that the founder's LinkedIn presence doesn't turn attention into booked demos. This teardown shows the exact structure the ones who *do* fill their calendars use.

— Part 1 — The founder profile that books demos

Your personal profile outperforms your company page 10:1 for outbound. Structure it like this:

1. **Headline = outcome, not category.**

Weak: "Founder at [Company] | SaaS for logistics" Strong: "I help e-commerce brands cut fulfillment errors 30% — founder @ [Company]"

1. **Featured section = the demo, one click away.**

Pin a 90-second product walkthrough video and a "book a demo" link. Never make a warm lead hunt.

1. **About section = the buyer's before/after.**

Line 1: the pain. Line 2: the after-state. Line 3: proof. Line 4: how to start.

1. **Banner image = your value prop + one metric.**

Free real estate most founders waste.

— Part 2 — The content that warms buyers

Post 3x/week across these three lanes so buyers see you before you DM them:

- **Insight posts** — a sharp take on your buyer's world (e.g. "Why most inventory forecasts are wrong by [date]"). Builds authority.
- **Proof posts** — a customer result, screenshotted or numbered. Builds trust.
- **Product-in-context posts** — show the tool solving one specific pain (not a feature tour). Builds desire.

The ratio that works: **2 insight : 1 proof : 1 product** over each week.

— Part 3 — The DM-to-demo sequence

The sequence that consistently books demos (adapt the tokens):

Message 1 — connect with context

TEMPLATE

Hi [NAME] — saw [COMPANY] is scaling [relevant area]. I build tools for exactly that problem. No pitch, just thought it made sense to connect.

Message 2 — value, 2–3 days later (only if they accept)

TEMPLATE

Not here to sell you. We just published [insight/benchmark] on [their pain] — [link]. Thought it might be useful given what you're working on.

Message 3 — the soft demo ask, after any engagement

TEMPLATE

Since [pain] is on your radar — want me to show you in 12 minutes how [COMPANY] could [specific outcome]? I'll tailor it to your setup, no generic tour.

Message 4 — the graceful close

TEMPLATE

All good if the timing's off — I'll leave you the [resource] either way. Door's open whenever [pain] gets loud.

Rules: never pitch in message 1. Never ask for 30 minutes — ask for 12. Always tailor the demo to their specific case.

— Part 4 — The 6-point self-check

Score your current setup (yes/no):

1. Does your headline name an outcome and a number?
2. Is a demo link one click from your profile?
3. Have you posted in the last 7 days?
4. Do you have one screenshotted customer result live?
5. Is your DM opener free of any pitch?
6. Do you ask for 12 minutes, not 30?

Fewer than 4 "yes" = that's why the calendar's empty.



Want us to build this into a running engine — profile, content, and DM sequences that keep your demo calendar full? Reply to the email this came from.