

Whiteboard Selling: Empowering Sales Through Visuals

By Corey Sommers, David Jenkins




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Create compelling whiteboard presentations to engage your customers and win their business

Whiteboard Selling offers a step-by-step approach to transforming your message and selling style by using powerful visual stories that inspire and engage customers and prospects. Free your sales force from relying on slides and other static sales tools during the sales process. *Whiteboard Selling* offers practical guidance and skills to enable marketing and sales teams to quickly adopt visual story telling practices that apply to today's fast-moving, competitive selling environment.

- Explains how to take a sales message inventory
- Illustrates how to design your visual stories
- Empowers your sales force to tell the story and extend the reach of visual storytelling

Through the power of technology and effective storytelling, you and your team can create and deliver effective presentations that engage your customers, hold their attention, and win their business. *Whiteboard Selling* shows you how.

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Editorial Review

From the Back Cover

Engage your customers through powerful visuals

Free your sales force from relying on slides and other static sales tools that bore your prospects. *Whiteboard Selling* offers a step-by-step approach to transforming your message and selling style through powerful visuals that inspire and engage potential customers. Get practical guidance and skills that enable marketing and sales teams to quickly adopt visual storytelling for today's fast-moving, competitive selling environment.

You'll learn how to:

- Take a sales message inventory
- Design your visual stories
- Empower your sales force to tell the story
- Leverage the latest whiteboarding technology

With nothing more than a few dry erase markers or just a pen and paper, you and your teams can deliver effective presentations that hold your customers' attention and differentiate you from the competition who are still using slides.

About the Author

COREY SOMMERS is the Senior Vice President of Whiteboard Strategy at Corporate Visions. Corey is also the cofounder of WhiteboardSelling, where he was Chief Marketing Officer. Throughout his career as a Sales Enablement leader, Corey's passion has been bridging the gap between marketing and sales at enterprise-class organizations. Prior to WhiteboardSelling, Corey helped build sales enablement organizations at companies including BMC Software and VMware. He was also a founder of Ventaso, a leading provider of sales-ready messaging software and tools.

DAVID JENKINS is the cofounder of WhiteboardSelling, where he was CEO. David is a Sales Best Practices leader with a focus on sales execution and the measurable delivery of customer value. Before founding WhiteboardSelling, he was Director of Worldwide Professional Services Sales for BMC Software, where he worked as a thought leader and evangelist for BMC's Business Service Management strategies and solutions.

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