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White Board Session #5: Data Sources

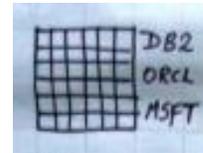
Tips and Techniques For The Non-Artist

During my White Boarding classes I frequently have to explain that your company has no expectation that you are the next Da Vinci or Picasso when you step up to the board. Sometimes all you need are a few simple icons and concepts to get an idea across in a memorable way. These are all examples drawn by students in the class with no touch-up.

As Sales Engineers we often have to explain how we handle data / information / knowledge and the sources they come from. Here are a few great ideas that I've seen over the past 12 months.

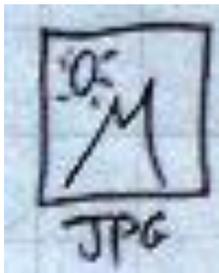
Simple White Boarding Tricks

1. **A Database.** The classic approach is a cylinder. For some variety draw a grid to represent a table.



2. **Big Data.** This one is a little conceptual – but take a look at it and you'll understand, as will your customer

3. **Applications.** Data typically flows into or out of applications such as SAP, Oracle, Salesforce. Here is a simple representation designed to look like a data/application screen.



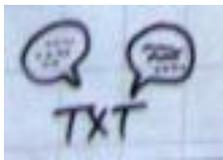
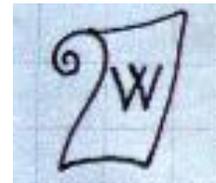
4. **Multimedia.** Almost 80% of data is unstructured, and a large proportion of that lives in JPG, MPEG and MP4 files. (Photos for insurance claims, video interviews, call center recordings etc.). Using a simple icon for a photo (mountains/sun), a musical note (mp4) and film (mpeg) is a fantastic way to show this.

5. **The Bucket.** A great way to show how data, items, codes etc. can be loosely sorted into various “buckets”. The buckets can then be empty, overflowing, spring a leak – let your imagination run wild. A Bucket is just a wonderful place to put “stuff”!



6. **Social Media.** Integration with Facebook, Twitter and other social media applications is crucial for many solutions. Here is a simple iconic way to demonstrate that.

7. **Scripts and/or Wikis.** Automated scripts (say for security logs) generate massive amounts of data. Wikis serve as unstructured communal storage for conversations and ideas. Both can be represented by using:



8. **Conversations / Text.** A method to both illustrate text messaging and to draw the concept of two people having a conversation about a topic. You can make the balloons larger and put meaningful text inside if it helps your message.

If you are interested in learning more about Visual Selling and White Boarding For Sales Engineers [visit the website](#).



"A drawing is simply a line going for a walk"



Talking Points is a monthly column authored by John Care, Managing Director of Mastering Technical Sales. For more information on this and other Sales Engineering topics visit the website at www.masteringtechnicalsales.com.

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