



Mastering Technical Sales  
2037 Trowbridge Drive  
Newtown, PA 18940  
Phone +1-215-431-1552  
[info@masteringtechnicalsales.com](mailto:info@masteringtechnicalsales.com)  
[www.masteringtechnicalsales.com](http://www.masteringtechnicalsales.com)

## Mastering Technical Sales: Skill Building Workshops

### **MTS-302: White Boarding For The Sales Engineer**

*Are your sales presentations and demonstrations suffering from PowerPoint fatigue?*

*Are customers tuning out during your sales pitches to answer email?*

*Are you looking for alternatives to get your message across and differentiate yourself?*

This class teaches you how to use a white board/ poster board, a flip chart or even the back of a napkin to sell your company, your services and yourself. Learn everything from the basics of how to stand and why colors are important to special techniques for speeding along the discovery process and making the “big picture” make sense.

We can customize the workshop based upon your existing white board layouts or we'll help you design and build a special layout for everyone to learn.

**Morning:**      Why White-Board?  
                    The Basic Shapes  
                    Stance and Speed and Movement  
                    Colors and Format  
                    Participant Presentations & Video Sessions  
                    Snap Demonstrations/Elevator Pitches

**Afternoon:**    The Discovery Process  
                    The Big Picture or Show-and-Tell  
                    Becoming The Wizard Of The Whiteboard  
                    Participant Presentations & Video Sessions  
                    Final Competition



Even if you think you have bad handwriting – we can still turn you into Wizard of the White Board. By the end of the workshop you will be able to define, draw and deliver an effective White Board pitch.

the

Call us today at 215-431-1552 for more information or to schedule a class.