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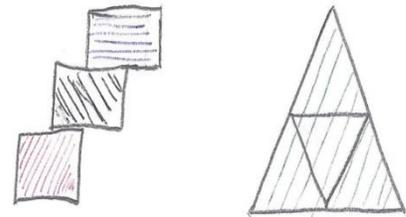
## White Board Session #3: Simple Icons

### Tips and Techniques For The Non-Artist

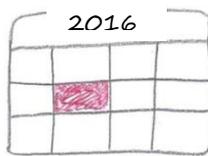
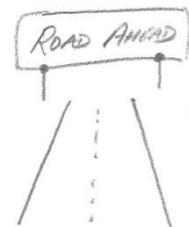
During my White Boarding classes I frequently have to explain that your company has no expectation that you are the next Da Vinci or Picasso when you step up to the board. Sometimes all you need are a few simple icons and concepts to get an idea across in a memorable way. Here are a few I've seen over the past 12 months.

#### Simple White Boarding Tricks

1. **Stable vs. Unstable or Integrated vs Multi-Vendor.** A simple schematic which demonstrates the stability of an integrated solution versus the instability and complexity of a multi-vendor or multi-product solution. Emphasize by drawing in a single color versus multiple colors.

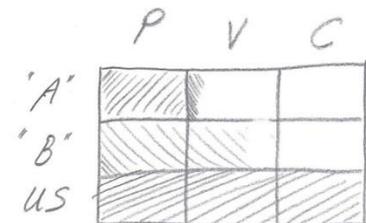


2. **The Future/Road Ahead** A way to illustrate an end-point or future state. The banner can be your company name, or a numerical goal, such as 99.99% uptime.

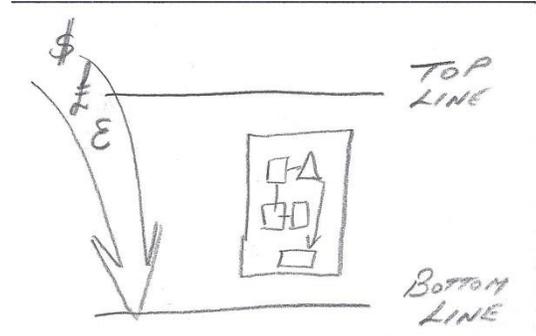


3. **An Imminent Calendar Event.** When your customer has an imminent future event, which makes their decision time-based – this is a great way to keep that urgency in front of them. Instead of just writing “June 2016: in big red letters, use an iconic calendar instead.

4. **Product Capabilities – Physical-Virtual-Cloud .** Maybe it is the memory of the classic children’s game of tic-tac-toe (or noughts and crosses) that makes a 3 by 3 grid so memorable. A customer example to illustrate how they spanned Physical, Virtual and Cloud environments – and their competition did not.



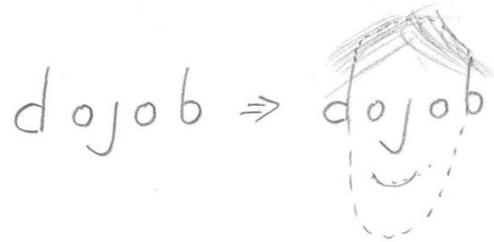
5. **Top Line Revenue.** A Business Consultant for a large enterprise software company showed me how he could translate top-line revenue into bottom line profits for his customer. He made his solution architecture the conduit to make it happen.



6. **A Decision Point.** Another example of highlighting an imminent event – in the form of looking out over a cliff. A useful iconic alternative is a crystal ball (or the magic 8-ball) if the future is uncertain.



7. **Don't Forget The People.** Sometimes you need to move past a stick figure – so here are two more alternatives, plus an introduction to Mr. dojob (courtesy of a local nine year old).



8. **Face The Audience.** My wife, a long-time elementary school teacher, watched one of my videos and said “touch, turn, talk”. It’s a reminder to turn and face the audience and not speak to the whiteboard. The board has no money, the people do!

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](http://www.masteringtechnicalsales.com).

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