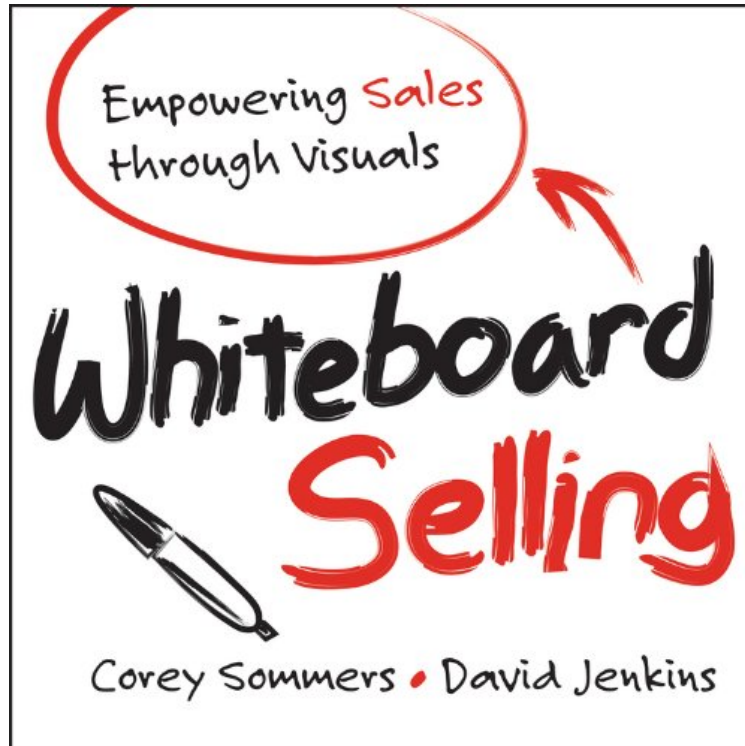


Whiteboard Selling: Empowering Sales Through Visuals

Corey Sommers, David Jenkins
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Corey Sommers, David Jenkins : Whiteboard Selling: Empowering Sales Through Visuals before purchasing it in order to gauge whether or not it would be worth my time, and all praised Whiteboard Selling: Empowering Sales Through Visuals:

15 of 15 people found the following review helpful. I wish I had this 3 years ago - All you ever need to know about whiteboarding By Mark Gibson I had the privilege of working closely with author Corey Sommers as a consultant for two years until Whiteboard Selling was sold to Corporate Visions in late 2012. This review of the book Whiteboard Selling - Empowering Sales through Visuals, by Corey Sommers and David Jenkins is an insider's perspective. I wish I had this book when I started working with Whiteboard Selling in December 2010, as it would have accelerated my learning curve. whiteboardselling cover. I learned the craft and art of whiteboarding by observation, sitting with Corey Sommers as he went through each aspect of the Whiteboard Selling process, including: * Kicking off the session with the client, * Conducting the brainstorming message workshop, * Coming up with the initial visual concepts, * Scripting out the whiteboard story, * Getting the whiteboard approved, and * Training the sales teams to do the whiteboard. Thanks to Corey and Dave, this process is now in the public domain and open to anyone to use. The book is well-written and well worth the meager investment for anyone interested in whiteboarding. Here's why you should buy it. Get Clear About Your Value Proposition In the two years with Whiteboard Selling, the typical client-messaging baseline for developing the whiteboard was 5/10 for clarity. Messaging existed in the form of PowerPoint, .pdf's and ideas in various contributor's heads. The process of defining the whiteboard story is clearly outlined in the book and helps the whiteboard author to clarify the buyer's issues and to focus conversation on relevant product or service capabilities using the right whiteboard structure for the buyer's maturity in their buying process.... this is

important! There is a difference between a "Why Change" whiteboard story for a first call on a prospective customer and a "Why Me" whiteboard story at a closing meeting on a prospective new customer. The differences are spelled out in the book and will help salespeople go from a 5/10 for clarity to a 9 or a 10 by the time they complete the whiteboard development process. Whiteboard styles and design templates are included for each stage in the buying process.... these are invaluable for rookie whiteboarders. Get Salespeople to do Product Training with a Whiteboard Despite best efforts of product managers in sales kick-off training sessions, very little is retained from a typical PowerPoint based product training session. The only thing memorable most salespeople bring home from a typical sales kickoff event is hangover. Magic happens when you engage salespeople to do the product training using a whiteboard. The process of iterative role-playing - of presenting and watching and listening to the whiteboard development repeatedly, engages the whole brain and all of the senses. I observed thousands of salespeople walk into training rooms having never seen the whiteboard story and doubting their ability to whiteboard. The same salespeople left four hours later capable of delivering the whiteboard the next day - they owned the message in just four hours. Summary 1. This book outlines the path to creating a sound whiteboard story that can be used to get everyone in your sales and channels team on message and to make it stick. 2. Unless you happen to be a visual and cognitive genius capable of inventing images and story on the fly, don't expect some magical force to guide your pen. 3. You'll never get up to the whiteboard and create something meaningful if it does not already exist in your mind. 4. Whiteboard Selling methodology and process IP are now owned by Corporate Visions after they acquired the company in August 2012. 5. David Jenkins and Corey Sommers have both moved on, however they have left an indelible entry in the canon of selling literature and their book Whiteboard Selling is highly recommended. Whiteboard Selling: Empowering Sales Through Visuals 9 of 9 people found the following review helpful. Whiteboard Selling Book Helped me Win a New Client By Customer I read Whiteboard Selling recently and found the concepts and guidance very sound. I used the book as a guide to begin developing solution and business case whiteboards. I wasn't quite finished but found myself in a sales meeting where the client expressed an interest in the service I had been whiteboarding. I hadn't expected that because the original purpose of the meeting pertained to something else. But the opportunity presented itself so I stood up and started the whiteboarding. As I went through the whiteboard, I noticed the head nodding first. Then I noticed the VP exchanging glances with the CEO and I knew I had strong interest. By the end of the "presentation" the CEO had begun talking to the VP about re-budgeting so that they could acquire this service. I would definitely recommend this book to professionals who want to up their game and generate more sales. 4 of 4 people found the following review helpful. A book every B2B salesperson should have By Reg Nordman Good line in the book - Why try to improve your PowerPoint? That is just putting lipstick on the pig, lets just fry up some bacon! The two authors make a compelling case for killing the PowerPoint and getting good at white-boarding your solutions in sales calls. This rings true for us as we work to help sales teams simplify things for their buyers - when all too often they just add our material to an already bulging PPoint deck! The analyses and use cases are terrific and the text is easy to read. Top performers will grab this book and make their sales calls even more productive. Terrific tool and something every b2b salesperson should have.

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.

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 Whiteboard Selling, 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 Whiteboard Selling, 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.