

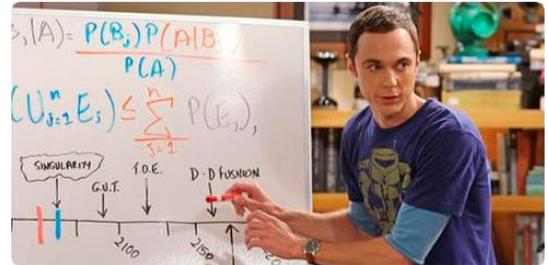
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## How White Boarding Overpowers PowerPoint™

### “Why White Boarding Wins Wealth and Wisdom”

Sometimes the numbers are just so good that you have to share them. Last year we ran a White Boarding (Visual Selling) program class for a group of “Strategic Account Managers” based in the US and Canada. They had been attempting to call higher into their customer organizations with some initial success, but couldn’t generate much follow-on business. They were looking for another method to build The Executive Connection.

The intent was to have them abandon PowerPoint and draw “the big picture” when meeting with mid to senior level executives within their customers. So we constructed a template whiteboard outline in conjunction with their Marketing group and then worked with the sales and presales team through a series of instructional sessions and role plays. They wanted their reps to be able to use the WB as a baseline, rather than adopt the “trained monkey” (say this, then draw this ..) approach, so that they could both customize and personalize their pitches and adapt to changes in products and competition.



After twelve months this is what they found:

Category	Invited back to meet with same exec	Introduced/Sponsored to other parts of the client’s org	% of clients who asked/took copy of the WB	% of clients who asked/took copy of PPT
Didn’t Use Visual Selling	32%	36%	0%	15%
Used Some Visual Selling	55%	44%	80%	n/a
Embraced The Program	72%	59%		

Interpreting those results, using a WB more than **doubles your chance of a repeat meeting**, gives you at least a **50% better chance of getting walked into a different part of the org** and a **500% better chance of the customer keeping and remembering** your pitch!

You may be asking, “*But what about the revenue numbers*”? The **Embraced The Program** group had a **31% better quota attainment**.