

## Mastering Technical Sales

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## White Board Session #4: More Simple and Useful 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 more that I've seen over the past 12 months.

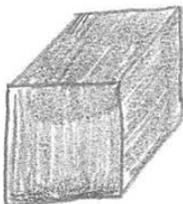
### Simple White Boarding Tricks

1. **Manufacturing (or a Data Center).** A simple icon to illustrate a factory or manufacturing site. You can add some smoke to the stack. This can also be used to signify a data center.



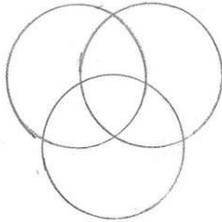
2. **The Magic Wand.** A way to illustrate an end-point or future state. By waving the magic wand you can make existing problems disappear, or cause future solutions to appear. You of course then to justify how your product/service/solution is the magic wand!

3. **Wasting Money.** When your customer has told you about waste or inefficiency, this is a humorous, but memorable way of illustrating the point. Substitute your own currency symbol for the money being flushed down the toilet. You can also use money flying out the window as an alternate.



4. **The Black Box.** Draw a literal Black Box. This can either be a positive or a negative depending upon your solution. If you picturing your competition as a black box, then make the box really dark and draw some "?" around it. If your solution is a zero-maintenance box, then make it more of a lighter grey and show it connected to other systems.

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. **The Venn Diagram.** Very effective for explaining who departments, or products or even ideas can intersect with one another. For example – one circle is you, one circle is your competitor, and the third is your customer – in which area do you want to focus your sales efforts?

7. **The Tank (Military).** Almost every company has a Government/Federal division. A simple icon of a tank, a plane and a ship can signify the three main armed forces



8. **The Pipeline/Funnel.** My Useful for showing how various items (say leads/opportunities) can be gathered into a single process. You can add bands, leaks and bends to the funnel to make various other points.

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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