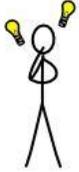


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## White Board Session #6: Verticals

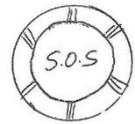
### Tips and Techniques For The Non-Artist

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. These are all examples drawn by students in the class with no touch-up.

As Sales Engineers we often have to explain how we support the needs of different vertical business units within our customer base – such as financials, utilities, education etc. Here are a few ideas for you plus a couple of other random contributions from recent classes!

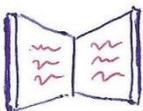
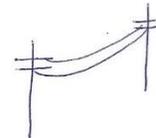
#### Simple White Boarding Tricks

1. **A Life Preserver.** Used to rescue a customer from a problem. Two concentric circles with a little decoration thrown in. Add the SOS if it makes sense.



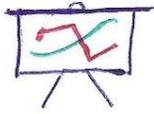
2. **Travel and Transportation.** Simple drawing of a plane. Adding the cockpit, four engines and motion lines helps it stick. You could also draw a boat, car etc.

3. **Utilities or Telco.** It's easy to draw a phone or a cooling tower. Yet in many countries around the world, power and/or voice is still transmitted by "old-fashioned" wire.



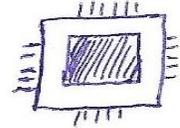
4. **Education.** A Quick sketch of a book. You can short-cut this and just draw a rectangle with "book" on the front. Artists could draw a graduation cap/hat.

5. **Video Gaming.** A video controller. The A/B and four dots help link to Nintendo or x-Box. It's really two loopy semi-circles with a bit of decoration!



6. **The White Board (or Presentation).** Represents a flipchart, whiteboard or a screen display. The legs and the graph are the keys.

7. **Hi Technology.** Draw a chip. One filled-in square within another square, and then between 4-6 legs on each side.



8. **Medical.** A doctor's bag with the worldwide symbol of the Red Cross on it. You can also draw a nurse's hat, stethoscope, even an ambulance – but this is the simplest representation I've seen.

If you are interested in learning more about Visual Selling and White Boarding For Sales Engineers [visit the website](#). We've now trained over 8,000 people in 22 countries on this alternative to boring old PowerPoint!



"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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