



# Whiteboard Selling: Empowering Sales Through Visuals

By Corey Sommers, David Jenkins

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**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.

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