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ISBN	1-118-46158-4 1-118-46157-6 1-299-40312-3 1-118-61227-2
Edizione	[1st edition]
Descrizione fisica	1 online resource (xi, 244 pages) : illustrations (some color)
Collana	Gale eBooks
Disciplina	658.82 658.85028/4 658.850284
Soggetti	Selling - Audio-visual aids
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	pt. 1. The end of the age of slides -- pt. 2. The visual selling opportunity -- pt. 3. What exactly is a whiteboard for sales? -- pt. 4. Building a whiteboard for sales -- pt. 5. Enabling the field -- pt. 6. You have a whiteboard, so how do you present it and what do you leave behind?.
Sommario/riassunto	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.