

SALES SKILLS

Visual Storytelling for Sales

Most sales presentations lean on the same tired format: bullet points, dense slides, and charts nobody can read from the back of the room (or the second row of a video call). The story gets lost in the formatting, and the data that should be building the case ends up buried in noise.

This session gets sellers thinking visually. They'll learn how to communicate abstract ideas without relying on literal imagery, present data so the key point is obvious at a glance, and build slides that support the story instead of competing with it.

DURATION	DELIVERY	IDEAL FOR
Half day	Online or in-person	Sales teams who present to customers, whether that's a pitch deck, a QBR, or a proposal walkthrough. No design background needed. Useful for anyone who currently defaults to bullet-heavy slides and wants a better way to make the point land.

How it's structured

1

Why visual communication works

Reconnect with the fun of communicating visually and why it sticks better than text alone.

30 mins

2

Beyond the literal: communicating abstract ideas

Shows how visual communication doesn't rely on realistic imagery, with techniques for representing abstract concepts.

45 mins

3

Presenting data compellingly

Making sense of data - decluttering, and highlighting the one number that matters.

30 mins

4

Great slide design in practice

Defines the characteristics of strong slide design and applies them to your own material.

45 mins

5

Action planning and close

15 mins

Commit to redesigning one deck or presentation using what you've learned.

| What you'll achieve

- Rediscover the fun in communicating visually
- Use different techniques to communicate abstract ideas clearly
- Explain why pairing a story with visuals makes it land harder
- Apply the characteristics of great slide design
- Present data in a more compelling, less cluttered way
- Use visuals to communicate ideas faster than words alone

| Materials included

- Story planning worksheet
- PowerPoint Slide Library