



Main image: Visual Selling – customer growth with success.
 Bottom left: Visual strategy workshop on the iPad.
 Middle: A customer service visualised: HQuadrat solution – exhibition lead management process.
 Top: Visual Selling workshop – Disney strategy visualised.
 Above: Visual Selling – core team.

Visual Selling Digital business communication

The German start-up Visual Selling is in the business of creating visual and digital communication that is engaging, effective and meaningful. Their visual tools and methods support their clients to better present, conceptualise and sell complex ideas, products, and services.

TEXT: ELISABETH DOEHNE | PHOTOS: VISUAL SELLING

These days, compelling graphics and digital sales stories tell much more than a thousand words. Why? People process visual information such as pictures, images and graphics much faster than they process texts. And in addition to communicating a company's business goals or a brand message – visualised content takes on many creative forms: diagrams, hand-drawn pictures, flipcharts, shapes and graphs.

The Erfurt-based firm Visual Selling knows that good digital content design is also a strategic business decision because it simplifies many business steps. Founded and led by the two CEOs Dipl. Ing. Marko Hamel and Dipl. Ing. Miriam Hamel – both of whom have expertise in IT, sales,

marketing and business consulting – the firm specialises in creating personable sales experiences and visual business cultures.

Digital, visual, sustainable

The firm's business philosophy is to establish a respectful, professional dialogue using the live digital visualisation tools as well as custom-tailored coaching processes. "These steps allow our clients to match Visual Selling's live graphic methods to their unique product or business. This guarantees joy, individual design and customer satisfaction," says CEO Miriam Hamel.

"We empower companies by providing strong, inspiring visualisations for their complex products, services and ideas. Our

services include live online training, visual presentations and strategic coaching. We support our clients to engage in the digital business space and to visualise their comprehensive ideas – sustainably, creatively and convincingly," explains CEO Marko Hamel.

Enthusiasm, dialogue and personal solutions

Visual Selling's customers span a wide range of industries; IT, technology, engineering and manufacturing. From individual managers, to marketing and sales organisations, the firm works closely with small and medium-sized businesses as well as large multinational companies offering services in international markets – such as SAP Cloud Solutions.

Looking ahead, Visual Selling seeks to expand its proven and innovative model. *The Visual Selling World Tour* and the forthcoming book *Visual Selling: The Workbook for Live-Visualization in Client Meetings* are part of this initiative. At Hannover Messe the company will present and introduce the premiere of *The Virtual Classroom of Visual Selling® - for effective customer dialog.* (Hannover Messe, Hall 7, Booth F 20).

www.visualselling.de