

## Strategic Vision – Tactical Execution

Business model change is difficult regardless of your position within the organization. **Whether you are transforming the go-to-market for legacy solutions or integrating new business models through acquisition**, Technology Finance Partners can help you.

TFP’s principal consultants engage to identify financial sales execution gaps. TFP then collaborates with executive, sales, finance, and marketing leadership to develop a strategic roadmap to tactically fill those gaps through changes in tools, process and field support.

### Our team of financial sales experts can:

- **Develop a value inventory** by executing a workshop that answers and prioritizes why your customers buy, for what economic benefit, and how you stack up to the competition.
- **Recommend a pricing strategy** to capture more value, compete more effectively in the cloud or open new markets through repackaged bundles.
- **Deliver business transformation services** to define strategy, build the roadmap and guide departmental go-to-market execution of competitive cloud offerings.

TFP consulting engagements leverage strategic vision and tactical execution to boost sales performance by energizing sales process and optimizing go-to-market strategies.

Our consulting engagements give our clients **quicker time to market**, a **competitive edge** and more **predictable results**. Give us a call, and let us show you how we can help you achieve your sales goals this year and beyond.

From the usage based pricing model, through the TCO comparison tools we gave to our partners ... and all the way to a P&L analysis that tracked the success of the assumptions in those business cases, TFP became the backbone of our business model innovation.

**Chris Morley, former VP SaaS/Hosted Strategic Solutions, Genesys**