

# Sales Excellence Requires World-Class Sales Tools

**TFP enhances and extends the effectiveness of financial sales programs** with easy-to-use sales tools and value messaging content that can be leveraged throughout the sales cycle.

Sales leaders like the fact that our tools are designed to **mirror and strengthen existing sales programs** providing sales teams with multiple prospect engagement touch points.

Marketing leaders also leverage our tools to support marketing campaigns, solution messaging and new product launches.

### **Our team of financial sales experts can:**

- **Build and deploy world-class ROI** calculators, configuration tools and pricing tools
- **Enable a collaborative discussion with the customer** with conversation prompts and clear documentation of financial value
- **Provide training, enhancements and support** to ensure that the sales has what they need to be successful
- **Produce and manage a repository of value messaging content** to bridge the gap between marketing promises and the proven financial impact of your technology in customer environments

TFP's financial sales tools feature **ease-to-use interfaces** to maximize team adoption, **mathematical transparency** to enhance credibility, and **an engaging design** to deliver the professional, clean, and visually-stimulating output that sales professionals need to win deals.

TFP has extensive experience working across a wide variety of technologies, customer verticals and associated business applications so the financial sales tools we create deliver results. Give us a call, and let us show you how we can help you achieve your sales goals this year and beyond.

**"You've delivered great work for us that made it easier for the sales team to simply create configurations for customers – making the complex simple! Thank you."**

**Marisa Shumway, Senior Product Marketing Manager, Polycom**