

Even the Best Technology Can't Sell Itself!

Skilled sales reps and compelling case studies aren't enough to win approval from today's skeptical buyer. **Demonstrating the financial value of your solution in your customers' environment** is critical for a successful sale.

Technology Finance Partners is a financial sales consulting firm that improves the way solutions are valued, priced and sold. We empower your sales teams to present your solution in terms that resonate with financial buyers.

Our team of financial sales experts can:

- **Discover, quantify** and **communicate** the projected financial value of your solution in a clear and visually engaging manner
- **Leverage our experience** in expressing the economic value of:
 - **Features and benefits** relative to the current state or versus competitors
 - **Bulk purchases** or **pay as you go**
 - **Operating** versus **capital expenditures**
- Develop sales tools for **ROI, TCO, sales quotes** and **complex pricing scenarios**
- Produce impactful **white papers** and other content to support the launch or marketing of your products

We offer both dedicated and shared resources to meet your needs, and free your sales executives and consultants to focus on the elements of the deal that they know best.

Our clients routinely experience **higher close rates, less discounting, and faster sales cycles** on deals in which they've engaged TFP. Give us a call, and let us show you how we can help you achieve your sales goals this year and beyond.

"This deal had a long sales cycle that involved (going) all the way to the CIO and then to finance for review. The TFP analysis converted finance into a champion of the project, actually pressuring IT to do the deal. The TFP analysis was the cornerstone of the deal."

District Sales Manager, Global Enterprise Software Vendor