

## Educating sales professionals to sell to business buyers

**TFP trains enterprise technology sales people on how to better communicate with financial and business decision makers**, resulting in accelerated sales cycles, higher close rates and improved deal economics.

Training a sales force to sell products and services to IT buyers is hard, but training a sales force to sell these same solutions to IT finance, procurement or a CFO is a lot harder.

Success with decision-makers, business influencers and procurement demands an understanding of business, corporate and financial performance objectives. Sales must then put technical solutions into terms that map to those objectives.

How effectively can sales put your solutions in terms that align to each of these groups? Are they able to quantify the economic impact of the proposed solution and deliver that message succinctly?

### TFP training is delivered in a series of modules that include:

- **Financial Acumen**—learning the language of corporate finance
- **Value Selling**—connecting prospect pain to value
- **Negotiations**—reducing discounting to increase profitability
- **Executive Presentation**—communicating your business case to the C-suite

TFP shares knowledge from its years of experience in providing “financial engineering” support on thousands of enterprise technology deals, adding the wisdom of ROI selling pioneer and author, Michael Nick. Each course is customized from the ground up to include solution and industry specific information obtained from our interviews, research and experience.

On-site courses can range from one hour to a full day. In addition, we can provide refresher courses over the web or in a pre-recorded eLearning setting. Program collateral includes: slideware, exercises, quizzes, reference materials and a hardback copy of Michael’s “The Key to the C-Suite.”

**“TFP’s tools and training have been a stable part of our sales process for many years. They continue to deliver new and innovative ways to perform discovery, value estimation and present a high quality business case.”**

**Jim Norton, EVP of Sales and Marketing, Bomgar Corporation**