

# INTEGRATING THE TECHNOLOGY AND THE FINANCIAL SALE

The technology sale and the financial sale are aligned more closely than ever. Customers expect a solution that not only quantifies the value of technology but also integrates that value with the economics of the solution in a way that resonates with multiple stakeholders in their organization including business and financial buyers. If you sell technology solutions that require cost benefit justification, creative deal structuring, visibility into how customers are buying and creative ways to overcome budget shortfalls and “no decision” – we can help.

## What We Do

Whether you are an established market leader or a growing technology firm, Technology Finance Partners’ value proposition is simple: we make your technology easier to sell and easier to buy. We increase sales teams’ financial acumen and reinforce financial best practices by integrating our programs within your established sales methodology. TFP changes sales DNA through strategy workshops, targeted program development, sales tools and field level support.

## What We Offer: An Integrated Financial Platform



Vendor Finance Programs



Value Selling Programs



Sales Training



Consulting & Workshops

## TFP Delivers Value Throughout Sales Cycles



## Improving the way technology is valued, priced and sold

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## TFP Can

- **Quantify and communicate the value of your technology solutions** with clear, persuasive and transparent business cases.
- **Build and manage world-class customer finance programs.** TFP vendor finance programs provide the benefits of an internal captive with impact and cost savings of an outsourced solution.
- **Deliver best practice pricing analytics and methodologies** TFP accelerates sales' ability to

deliver rational pricing across multiple licensing and delivery models.

- **Build & support sales tools for ROI, TCO, sales quotations and complex pricing scenarios.** TFP delivers agile flexible models that work, whether used by sales, channel partners, internal consulting teams or by TFP providing ROI support at the field level

I was developing a new business model focused on helping Genesys partners deploy new cloud services. At every step along the way we leaned on TFP to help us innovate. From the usage based pricing model, through the TCO comparison tools, up to a very robust business case analysis tool, and all the way to a P&L analysis that tracked the success, TFP became the backbone of our business model innovation.

– Chris Morley, former VP SaaS/Hosted Strategic Solutions, Genesys Telecommunications

We hired TFP to build an ROI tool for our Voice Biometrics solution in 2012. Because of this investment, we can now better quantify our value from the customer's perspective. The TFP ROI tool has been used to close tens of millions of dollars in new license business.

– Bretislav Beranek, Senior Principal Solutions Marketing Manager, Nuance Communications

TFP were able to get on the phone with our client and drive the development of a compelling business case that helped us close one of the largest sales in our history. Their process was fast, professionally executed and delivered its own convincing ROI.

– Scott Rosecrans, Director of North America Sales, Enterprise, FinancialForce

ROI tool training for our account executives and a revamp of our marketing collateral after the workshop saw a 73% increase in new sales growth. Best sales and marketing investment I've ever made!

– Harry Dean Billips, Vice President of Sales and Marketing, Taxware

## Selected Clients



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