

**Business Case Facilitates Multi-Divisional Win!**

*The TFP Business Case provided the financial justification required to gain multiple business unit approval & facilitate the close!*

**CUSTOMER CHALLENGE**

A major communication company's CEO said in his annual letter to the shareholders, "We think the next battle will be fought closer to the customer. But there is a layer on top of that, which is the interaction with the customer." With 28 call centers, restrictive routing capabilities (due to an archaic network) and a lack of confidence in their reporting, the customer's ability to positively interact with its customers was greatly challenged.

**TFP SOLUTION**

The account rep and strategic solutions overlay rep, both new to the vendor's sales team, but veterans to working with this customer, remembered TFP from new hire orientation. Accustomed to providing cost justifications with their previous employers, they felt TFP would be an important part of the team from the start. TFP provided just the support that was needed at numerous points in the sales cycle, including early-stage value messaging, mid-stage benefits analyses, late-stage review of the business case and acquisition options to help the customer with their plan and an overhaul of the executive summary in preparation for the executive readout.

**RESULTS**

The TFP business case showed how improved routing strategies and reliable reporting across the enterprise could create multiple areas of cost savings as well as areas of increased revenue. Through the account team's diligence, a detailed benefits analysis, a concise executive summary and a compelling offer, the customer awarded the vendor a \$4.7M license agreement at the end of Q3.

**WHO IS TFP?**

Technology Finance Partners "TFP" addresses the growing need for technology companies to value, price and sell their solution in ways that resonate with financial and business decision makers. TFP's financial sales engineers quantify the value of vendor's technology, justify the cost and provide flexible acquisition options. TFP areas of expertise include value-based selling (business case analysis, ROI and TCO modeling), world-

**In the Sales Rep's Own Words:**

This business case was not only a big win for the account rep who was new to the company, but it was also a victory for the entire region, which needed this deal to close to hit their number for the year.



When asked by his senior management team to discuss what worked well, what could be replicated elsewhere, and what could others learn from his success, the account rep said:

*"TFP was very instrumental in providing the foundation for our proposal to the customer. Their approach and development of the business case showed a very strong level of commitment to the project. TFP's ability to explain and defend their analysis gave both the customer and their internal consultants confidence in our solution."*

*"Although new to the vendor's sales team, TFP was extremely helpful in focusing my efforts on the financial benefits of our solution. The business case helped us stay on track with a consistent message to the customer about the vendor's overall solution versus that of the competition. This was a huge win as it will lay the foundation for additional business with the customer."*

***"Without GFS, we would have been chasing versus leading this opportunity!"***

**-Sr. Account Executive, Canada**

class customer finance programs and rational pricing frameworks.

As this case study describes, it is the teamwork and collaboration of TFP, the vendor and the end-user which ultimately leads to more closed deals, increased deal sizes and fewer objections related to pricing!