

Financial Selling 102

Budget Objections & Qualifying Questions

Technology Finance Partners

“Financial Sales Engineers”

Financial Selling 101 addressed effective objection handling at a high level. Financial Selling 102 tackles “budget objections” in greater detail.

Adding “financial sales capabilities” to your sales toolkit brings value throughout the sales cycle. Understanding the language of the financial buying process allows you to better qualify deals, respond to common objections and extract maximum value from meetings with financial decision makers.

At **Technology Finance Partners**, our job is to make the financial side of the sales effort easier.

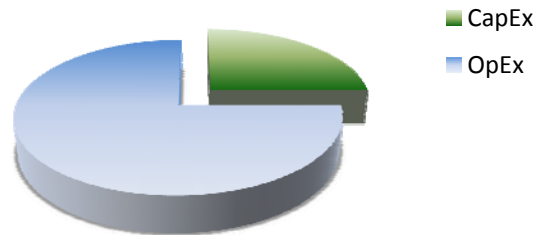
Global sales and strategy consultants re-inventing the way software is priced, valued and sold.

“I understand there is a lack of budget for the proposal I have in front of you.

Help me better understand the budget issues. I can work with our financial solutions team to create a structure that addresses your specific constraints.”

“Are the budget issues *specific to the capital or operating budget* - or both?”

“What *triggers* your budget? Contract signature? Issuance of a P.O.? Delivery? Production?”



▷ “How do you *allocate* the acquisition costs (HW, SW, SnS) between capital and operating budget?”

▷ “Is the concern the *amount* of available capital budget, or is it an issue of how it will *impact* your income statement (increased maintenance and amortization)?”

▷ “What key financial *metrics* should I address in my proposal (ROI, TCO, Cash flow, tax impact, income statement or balance sheet issues)?”

“Customers find that they can free up their budgets by taking older assets (servers, laptops, Datacom, etc.) off their books. By buying back unproductive assets, we can help customers to access current budget dollars – dollars you can use for higher returning investments.

It’s easy to arrange a turnkey financial sales program that provides financing, buybacks, and customized business cases for cost justification. Technology Finance Partners ‘financial sales engineers’ handle all of this on an outsourced basis for some of the world’s most successful software companies.

Capital Budget

- Fixed prior to budget cycle
- On balance sheet
- Typically smaller than Operating Budget
- For asset purchases, capital equipment

Operating Budget

- More flexible
- Off balance sheet
- Typically larger than Capital Budget
- For daily operating expenses

“If I can successfully put together a proposal leveraging buybacks (giving access to current budget dollars), minimizing the impact of maintenance and amortization expense on your income statement and deferring payment until the projected breakeven – can you take that forward for approval?”