



**Technology Finance Partners**

**“Financial Sales Engineers”**

Financial Selling 103 describes how sales teams can help their customers by taking advantage of:

- 1. Accelerated depreciation
- 2. Creative financing

This combo provides solid cost justification for a “buy now, pay later, save money” win in 2H 09 and in 2010.

This series is developed to help you understand and translate “the language of the financial decision maker”.

Assuming a technical “thumbs up”, this information helps you to keep the conversation moving forward and to 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 through training, field level support and a world-class foundation of financing options.

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

**THE AMERICAN RECOVERY AND REINVESTMENT ACT OF 2009  
INCLUDES TAX INCENTIVES FOR 2009 PURCHASES**

The Stimulus Package provides business incentives for many small, medium and even large customers to buy technology in 2009. How can you incorporate these incentives into your sales proposals?

**Here is a summary of the benefits from your customers’ perspective:**

- 1. The stated profit on a company's income statement is lower, thereby lowering the company's tax burden.
- 2. A lower tax burden means more retained earnings for additional purchases.
- 3. Leveraging this 2009 bonus depreciation can shorten the pay-back period for your project and potentially loosen up the capital budget for additional purchases.
- 4. If customers
  - a) have limited capital budget,
  - b) are looking to manage cash flow (everyone is in 09 & will be in 2010) and
  - c) have available operating budget to handle the accelerated depreciation
 then, by combining bonus depreciation with low or no cost financing you provide a winning proposal.

The payment terms under the finance arrangement solve the cash flow objective and the accelerated bonus depreciation can immediately convert 2/3<sup>rd</sup> of the acquisition to an operating expense.

**Sales proposals should incorporate:**

- a) Extended payments / financing options and
- b) Flyer further explaining the ARRA of 2009

**The message:** Create a multi-benefit proposal that will allow customers to hold onto their cash, minimize tax liability and take advantage of special pricing good through 12/15/09. By providing deferred payments at low or no interest, special discounts and the bonus depreciation – you’re giving customers more justification for buying your solution in 2009.

The attached customer-facing tear sheet illustrates the benefits clearly. Bottom line – this discussion is an excellent way to get an introduction to the financial decision maker or to counter financial objections delaying your sale.



ARR Act 2009 - TFP  
Flier.pdf