

“Selling to the CIO” Bootcamp

“Learn how to sell to the CIO! ” A mandate delivered to sales teams globally. *What does this actually mean? What tools and training are required to empower sales to achieve this directive?*

Technology Finance Partners are experts in the financial sale of technology. We improve the way technology is valued, priced and sold. The Office of the CIO is consortium of veteran CIO's and Partners of Big 4 consulting firms dedicated to improving the intersection of business and technology. *Would your sales teams benefit from developing and refining concise messaging and a repeatable methodology with a team of financial sales experts and seasoned CIO's?*

The Selling to the CIO Bootcamp will arm your sales teams with the financial fluency and sales tactics that resonate with CIOs, and with the CFO's and CEO's they report to in today's organizations.

Changing the way your sales teams present your solution is a process, not an event. Together, we provide a turnkey, interactive sales training with monthly or quarterly updates, reminders and refreshers.

- ▷ What's important to a CIO vis-a-vis your technology – and can this be generalized based on company size, vertical and financial condition?
- ▷ Can your salesforce quantify and communicate how your solution maps to a CIO's top 5 initiatives for 2010? How? What tools or internal experts are available?
- ▷ When the CIO's were asked where vendors were falling short, they identified 3 key tactical issues. Is your sales force *still* falling short?
- ▷ How major technology initiatives (and purchases) are prioritized, funded, and approved in most enterprises (small, medium and large). Does your sales process map to how your customers buy?

In preparation for the “Selling to the CIO” Bootcamp, Technology Finance Partners performs an audit of a vendor's sales and marketing messaging, available tools and internal expert groups to ensure all currently available tools, programs and methodologies are incorporated. Post-training management will receive a checklist of critical customer-facing deliverables, and an update on where important pieces of the solution may be falling through the cracks.

“Selling to the CIO” is an interactive engagement combining the technology message (will your technology drive a customers' key performance initiatives?) with the financial justification (does an acquisition make sense from a business perspective?)

Whether selling directly to the CIO or to the IT department looking for CIO & CFO approval, the right message (solution alignment with strategic corporate initiatives, value, financial impact analysis, risk mitigation, company priorities) must be conveyed.

Would your sales teams benefit from developing and refining concise messaging and a repeatable methodology with a team of financial sales experts and seasoned CIO's? To learn more, contact us today: info@tfpllc.com or dlane@oocio.com.