

Building A Compelling Business Case To Win The Sale

Helping IT Buyers To Build A Compelling Justification For The Purchase

Engaging with buyers around their numbers and helping to build the business justification for their buying decision is key to increasing win rates.



Your customers are more obsessed with numbers than ever before. That presents our sales teams with an opportunity, as well as a challenge.

IT managers must cope with budget cuts, buying committees and internal procurement procedures. They must also ensure that the requirements of procurement and finance are satisfied.

With many projects competing for funds, a clear justification is going to be required if the purchase is to proceed. It must sufficiently compelling as to win over stakeholders, fend off competing projects and secure budget / other resources.

Winning the sale now requires helping our customers and prospects to build the business case that will get the decision sanctioned internally.

The lack of a compelling business case is the **'...No. 1 reason for lost or stalled deals.'**

The seller who can help the buyer to build the economic justification for the purchase is in pole position to win the sale. But it isn't easy and new tools and techniques are required.

The Business Case Is King!

Most IT spend purchases now require some form of business case justification. However, the business case for IT can be complex.

Indeed, many managers are struggling with the numbers required to justify the decision. That includes:

- Calculating the ROI
- Separating 'hard savings' from 'soft savings'
- Total Cost of Ownership, or Lifecycle Costs
- Justifying projects or purchases with a longer term payback

Those projects and purchases that are not supported by a robust business case are vulnerable to being stalled, or scrapped.

**Getting The Purchase
Sanctioned:**

**'...Many IT
managers are
struggling with
the numbers.'**

Is The Business Case Hidden From You?

While the customer may ask the seller for an ROI, they often greet it with scepticism. Indeed, the buyer's business case is something that is hidden from most salespeople. Yet engaging with the buyer's business case is key to improving win rates.



'The business case is more important than the sophistication of the technology, the reputation of the supplier or anything else!'

Procurement Head, Major Financial Institution

Are You Ready For The Challenge?

Today's top sellers don't stop at communicating the technical advantages of what they are selling. They help the buyer to justify the decision by:

- Engaging with the non-technical buyer, incl. procurement and finance
- Using numbers to sell, including the ROI and other key metrics
- Connecting with the buyer's underling business drivers or strategy
- Addressing the Governance; Risk and Compliance issues that could stall a decision
- Getting involved earlier in the buying process

The Business Case:
'Today's Top Sellers help the buyer to justify the decision.'

Engaging with customers in this new way typically requires new tools, techniques and skills.



'I have seen more businesses cases in the past 12 months, than in the past 20 years!'

Veteran Sales Person

Do You Have The Tools You Need?

We can equip your high performers with the tools, techniques and skills to build a compelling business case with their customers and prospects.

We provide advanced workshops and powerful coaching to take sellers to an entirely new level in terms of solution or value selling.

Sellers will leave the workshops with a set of tools that can be applied to any deals in their pipeline.

HOW YOU WILL BENEFIT

The advanced workshops aims to will help you to improve win rates by an extra 5% to 10%. Specifically it will help you to:

- Engage with the IT manager in building a compelling business case for the purchase decision, including:
 - Demonstrate a compelling cost-benefits analysis
 - Address the issue of risk in all its forms
 - How the purchase fits with other goals, strategies, etc.
 - Help the buyer to manage and seduce stakeholders
- Cope with increased **pressure on margins** and move the conversation from price to value
- Engage **with non-technical buyers** (incl. procurement and finance) and be seen as a trusted advisor or expert
- **Prevent stalled buying decisions** and help the buyer to get the purchase sanctioned internally

The master classes will:

‘Help you to Increase win rates by an extra 5 to 10 percent.’



‘The one sure way to accelerate the sale is to help the buyer to build a compelling business case.’

Industry Analyst

WORKSHOP FACILITATORS

The workshops are delivered globally by Ray Collis and John O Gorman – recognised by ES Research (USA) as among the Top 5 world-wide in the field of selling to sophisticated buyers and procurement. John and Ray have studied hundreds of real world IT businesses cases and are the authors of ‘The B2B Sales Revolution’ and other books.

