

Unsticking Bottom of Funnel Deals & Selling to the CFO

Deals getting stuck at the one-yard line? You aren't alone.

Many companies are conserving and freezing budgets. So how do you get your deal through?

Tips for Sales Leaders:	<ol style="list-style-type: none">1. Product / Market Pivot: If you aren't adding users, try up-selling new products. What markets in your space are buying? Try a low-cost entry product that's budget-easy to approve.2. Get Finance Tools: Delayed payments, extended terms, pause-clauses and out-clauses helps CFOs reduce risk and say yes.3. Alignment: Help sellers align your solutions to work-from-home efforts, mission-critical business, 2021 preparation, and return on investment.
Tips for Reps & Managers:	<ol style="list-style-type: none">1. Business Acumen: Know what CFOs care about? CEOs? Brush up on the terms, trends, and top values for executive decision makers who WILL be involved in your deal!2. Questioning: If your go-to questions haven't changed, you're behind. Be ready to uncover key challenges, top values during COVID, and true qualification / forecasting criteria so you have a true picture of your deals.3. Skill Coaching: We're flexing new muscles and reps need coaching on their questions, their ROI analysis, and handling executive-level calls and objections.
Advice from the CFO:	<ol style="list-style-type: none">1. Calculate: Create a quantitative and qualitative ROI analysis.2. Justify the Need (<i>not just the want</i>): Compare to the cost of doing nothing!3. Tie in: Show the cross-functional value, the long-term value, or tie to mission-critical goals.

Inspired? Get Reps The Training To Unlock Your Pipeline!

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\$249

Limit 3 Reps Per Company

www.factor8.com/bottom-of-funnel-bootcamp