

# 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?

<b>Tips for Sales Leaders:</b>	<ol style="list-style-type: none"><li><b>1. Product / Market Pivot:</b> 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.</li><li><b>2. Get Finance Tools:</b> Delayed payments, extended terms, pause-clauses and out-clauses helps CFOs reduce risk and say yes.</li><li><b>3. Alignment:</b> Help sellers align your solutions to work-from-home efforts, mission-critical business, 2021 preparation, and return on investment.</li></ol>
<b>Tips for Reps &amp; Managers:</b>	<ol style="list-style-type: none"><li><b>1. Business Acumen:</b> 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!</li><li><b>2. Questioning:</b> 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.</li><li><b>3. Skill Coaching:</b> We're flexing new muscles and reps need coaching on their questions, their ROI analysis, and handling executive-level calls and objections.</li></ol>
<b>Advice from the CFO:</b>	<ol style="list-style-type: none"><li><b>1. Calculate:</b> Create a quantitative and qualitative ROI analysis.</li><li><b>2. Justify the Need</b> (<i>not just the want</i>): Compare to the cost of doing nothing!</li><li><b>3. Tie in:</b> Show the cross-functional value, the long-term value, or tie to mission-critical goals.</li></ol>

## Inspired? Get Reps The Training To Unlock Your Pipeline!

6 Week Bootcamp Begins in Early October!

- Content from 4 courses + 2 recorded webinars
- 3 live sessions / workshops
- Free manager Sales Bar license + tools to coach new skills
- Chance to win \$200!

**\$249**

Limit 3 Reps Per Company

[www.factor8.com/bottom-of-funnel-bootcamp](http://www.factor8.com/bottom-of-funnel-bootcamp)