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# SELLING TODAY

Five tips for proving the business case  
to the CFO

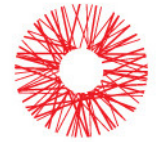
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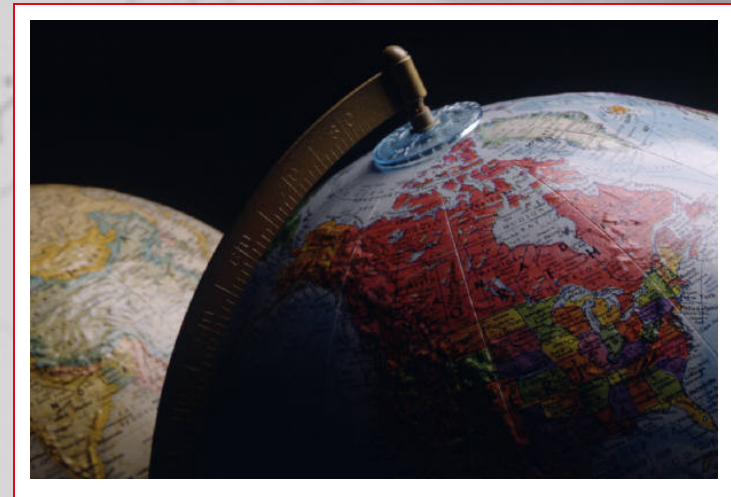
# About Nucleus Research



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**An independent IT research and advisory firm specialized in investigative, case based research.**

- > Hundreds of published ROI case studies
- > Founded in 2000
- > 4.7M ROI tools distributed
- > The only firm registered with the National Association of State Boards of Accountancy



Registration #108024

**NASBA**

**Nucleus Research Inc.**  
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## Tip 1: Credibility is #1



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# 35,223% ROI?

The most credible ROI wins,  
not the highest ROI.



## Tip 2: Build value early



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Talk about measurable benefits at the beginning of the sales process.

- > Can your references mention numbers?
  - > % change in sales?
  - > % increase in productivity?
  - > % decrease in cost?
  
- > You need to beat both your competitors and other projects, so start early.



## Tip 3: Calculate a worst case



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With a difficult customer consider building 2 business cases: expected and worst case.

- > If the worst case is good enough the prospect will feel more comfortable about purchasing the solution.
- > Your champion will be more willing to sell the project to management.



## Tip 4: Payback is stronger than ROI



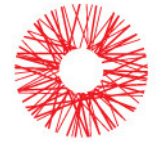
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CFOs care about money now, not ROI potential.

- > Shorten the deal:  
*"Every month you delay is another lost \$100,000."*
- > Unseat an existing application:  
*"You've already covered your payback on the old system."*
- > Reduce risk:  
*"Buy us now and you'll cover your costs in a few months."*



## Tip 5: Focus on a few strong benefits



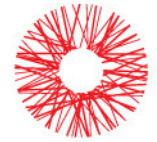
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There are never more than 5 benefits that drive a deal, 2 are good and 3 are just okay.

- > Less is more:  
*"If you can't entice the CFO with 2 benefits you've already lost."*
- > A few strong benefits are better than a lot of weak ones:  
*"More than 5 and it's too hard for the prospect to believe."*
- > Look at your marketing materials:  
*"Find the few strong measurable benefits in your existing marketing materials."*



# So what works with CFOs today?



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- > Payback is king.
- > Worst case is your best sales case.
- > A few strong benefits are better than a lot of weak ones.
- > Talk about low up-front costs.
  - > Short deployment
  - > Easy user training.
  - > Limit up-front consulting and customization.

