

A PRACTICAL GUIDE TO SELLING SOFTWARE SOLUTIONS TO THE C-SUITE



DEFINE the business impact
of cost reduction



IDENTIFY the
growth potential



PRESENT the future state of
savings and higher profit margins

DEFINE THE BUSINESS IMPACT

When defining the business impact of your technology solution, ask and answer these critical questions:

WHO?

Executive Team Sales Innovation R&D
Quality Manager **Health and Safety Manager** HR **Sourcing & Procurement**
Finance Operations Production **Marketing** Regulatory

HOW?

More Time **Better Efficiency**
Less Risk Fewer Expenses

IDENTIFY THE GROWTH POTENTIAL

“How will Operations and our Chief
Operations Officer benefit from our
investment in EHSQ technology?”

Tip: the key to a compelling presentation is to PERSONALIZE the impact and attach YOUR solution each stakeholder's ASPIRATIONS.



PRESENT THE FUTURE STATE

By completing this exercise for EACH stakeholder, you can now present a highly compelling argument for your solution to the final decision makers.

Now you’re presenting a BUSINESS solution that’s directly tied to different areas of the business; not just as a cost-savings or risk avoidance strategy, but as a critical ingredient that enables OTHER areas of the business to attain their objectives.

Example

By implementing our QMS solution, Operations has the potential to realize a 20% increase in efficiency and a 30% decrease in operational costs.

With these efficiency gains and freed up cash, Operations could add a shift, add staff to an existing shift, invest towards a new piece of equipment or add a production line.

Execute Add **Broaden**
 Attain **Develop** Acquire
Realize **Grow** **Allow** **Fulfill**
Extend Reach Authorize **Empower**

NOTES

WHO benefits from the solution?

HOW do they benefit from the solution?

WHAT can they achieve if we implement this solution?



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With almost 30 years of EHSQ experience, we know a thing or two about how safety, quality and sustainability can preserve lives and protect the planet. And we know you need to drive productivity and operation excellence, too.

That's why our technology solutions are built for EHSQ experts by EHSQ experts.