

How Business Intelligence Can Help Close the Deal with CFOs



If you're a seasoned sales rep, you know how much the game has changed.

Your corporate prospects aren't as willing to meet with you as they used to be. Instead most prefer to review online information about the business solutions they're interested in well before they're ready to have a sales conversation with you.

The question is, will your bank be providing the information that influences their buying decisions, or will it be your competition?

When [surveyed](#), CFOs are very clear on what they're looking for when determining the value of a business solution, as well as what influences their selection of a financial services vendor to provide it.

Here's a recap of what CFOs had to say:

- ✓ They need concise, transparent and fact-based business intelligence.
- ✓ They want to be kept informed of the specific marketplace changes, technologies and regulatory issues that affect their industry.
- ✓ They are interested in and highly influenced by case studies that demonstrate your financial institution's experience and expertise in solving the industry challenges that relate to them and their peers.
- ✓ Their preferred forms of business intelligence from their financial partner include newsletters, white papers, and industry-related case studies.

How does this business intelligence pre-dispose a prospect to a sales conversion?

With the thought leadership your bank provides, you'll have a leg up on the competition, since the prospect feels more confident about your bank's understanding of their business as well as its qualifications to address their needs.

And since not all prospects are interested in the same solutions, today's online tracking capabilities reveal the specific topics each individual engaged with, opening the door for much more relevant sales conversations, which in turn can go a long way in helping you to close the deal.