

Financial Selling Skills for IBM Business Partners

A stronger selling approach

The IBM PartnerWorld website hosts a series of self-study education on Financial Selling for IBM Business Partners. Those who can enunciate a value proposition which clearly resonates with the non-IT parts of the business, especially the CFO, can improve their odds for success.

Delivered as a series of no-cost, self-paced online education, ***Selling to the CFO*** training provides insight into the role of the CFO, the perspectives they apply to investment decisions and the challenges they put to IT to manage costs, and demonstrate ROI.

Business Partners will gain an understanding of how to engage and sell effectively to the non-IT parts of the business including:

- Basic financial metrics with an overview of income statements, balance sheets and cash flow
- How to assess each client's value drivers and buying decision criteria so that solutions can be tailored to align with client wants and needs
- How to use IBM Global Financing options, offerings and tools to improve the quality and value of proposals.

Check out the training [here](#).

A valid PartnerWorld user ID and password is required to access the online training.

