

WANT TO ELEVATE YOUR CUSTOMER CONVERSATIONS? LEARN THEIR LANGUAGE

THE CHALLENGE

Buyers + sellers speak different languages.

There's a mismatch between the way buyers and sellers speak. Sellers want to talk about the features and functions of their solutions. Buyers want to talk about business benefits. How will your solution help them reach their goals? How much financial benefit will be delivered? Sales teams that don't close the gap in this language mismatch miss the opportunity to impact your customer and grow sales. We can help close the gap.



THE SOLUTION

FinListics Insight-led Selling

FinListics Insight-Led Selling provides the business, industry, and financial insights needed to speak the buyer's language. We deliver Insight-Led Selling via ClientIQ, our client insight platform, which helps sellers understand the fundamentals of a buyer's business. FinListics Insight-Led Selling education and services empower sellers to bring financial insights to life during conversations with buyers.



CLIENTIQ

Delivers company financial trends, segment/LOB data, peer comparisons and industry info.
Quantifies the solutions business impact against buyer KPIs



EDUCATION

Insight-led Selling
Business and financial acumen
Industry Blueprints



SERVICES

Detailed company analysis (led by FinListics) using ClientIQ and third-party sources
Integration and customization

THE RESULTS

FinListics partners with B2B sales organizations across industries and around the world to help them master the language of business. Our customers tout that FinListics Insight-led Selling saves hours of prep time, earns credibility, and allows sellers to bring new points of view to buyers. Because these sellers have learned to weave business outcomes and financial metrics into conversations, their buyers feel understood and they invest.

94%
SELLERS ARE more confident
in reaching their
executive targets

89%
Of sellers increased
their deal sizes by
25%

5 HOURS
Average of preparation
time saved by sellers.

Sellers eliminated
competition early in
the sales cycle **2:1**

INSIGHT-LED SELLING

CLIENTIQ

FinListics ClientIQ is the foundation of our Insight-led Selling approach and is uniquely positioned to deliver the financial insights required to speak the language of your buyer. Within seconds, you can generate a point of view that will allow you to speak the language of business.

Leverage ClientIQ to differentiate you and your offering.



COMPANY FINANCIAL TRENDS

A time saver for finding high level company details with direct links to recent filings. Includes any public company in the world.



EXECUTIVE COMPENSATION

Understand how CXOs are measured and compensated. Which financial measures drive decision-making?



PEER COMPARISON

Select your account and instantly compare them to their peers. Find performance gaps and areas for improvement.



INDUSTRY TRENDS & COMPARISON

Understand business and technology trends and disruptions for over 116 different industries. Use for private company research.



KPIs

Learn what activities and specific measurements (KPIs) are used by executives per industry. How will your solution help? By how much?



COMPANY SEGMENT DATA

See how individual segments/LoBs contribute to a company's financial performance. Better prepare when only calling on a specific segment.



DISCOVERY QUESTIONS

Reference ample questions when calling on a new CXO, line of business or to simply help prioritize what's needed to gain greater insight.



POWER OF ONE

Align solution capabilities with client specific goals and quantify the value of a 1% improvement in COGS, SG&A, NPS, cross-sell or unplanned machine downtime.

EDUCATION



FinListics delivers across all channels: our eLearning, virtual, or onsite instruction is based on your specific needs. Our experienced coaches guide sellers through topics such as business and financial acumen; how to interpret company financials; what financial metrics executives are focused on and why; how to identify potential areas of opportunity based on financial statement changes or trends; and how your solutions will help - including the financial impact that they will deliver. FinListics Insight-Led Selling education prepares sellers to better speak the language that their buyer understands.

SERVICES



For must-win deals and strategic accounts, and a busy sales team, you need to find the time to get it right. Let us do the work for you. FinListics Client Opportunity Assessments bring the benefit of our experience to provide key trends, metrics, and opportunities—FinListics Client Opportunity Assessments include a comprehensive report and a facilitated review session highlighting a company's financial performance, key strategies, executive compensation, and areas of opportunity. Sellers leave these sessions with an actionable plan to move a deal forward.

We also offer solution mapping to link the impact of your solutions to operational key performance indicators (KPIs), business processes, and financial performance. FinListics Insight-Led Selling services insure that sellers are best prepared to illustrate how their solutions create value and how much value they create.