



Many people interpret positioning *HOW TO BUY* options as asking the question “Do you lease? Are you interested in leasing? or How are you going to pay for this?” Asking these questions can trap your customer. Most, if not all customers are not aware of the procurement options available to them. Below are eight important questions designed to stimulate your customer’s thought process and help you position a *HOW TO BUY* recommendation.

1. How has technology affected your organization in the past three years?

Your customer needs to realize the change and impact

2. What are the growth expectations for your company over the next three to five years?

Basic question but super important to understand the vision

3. As it relates to this decision, what are your greatest concerns?

Single most important question, dig deep.

4. At this time, how important is cash OR working capital to your business? Why?

Validating the importance of working capital is essential to the process and recommending cash vs lease options.

5. How does your company usually procure technology? Why?

Identifying past practices and intent allows you to prepare accordingly.

6. Is it safe to assume that a part of the decision criteria will be the net effect to the bottom line?

Bottom-line Cost Analysis will allow financial experts to measure and weigh the entire cost over time.

7. On a scale From 1–10, how important will this new system be to your daily business needs (10 being mission critical)?

This question acts as a great reminder to the customer on how mission critical the equipment is to their bottom line.

8. What would happen if your system was down for a day or more? What type of economic impact would that have on your company?

Understanding this answer should allow you to layer in multi-year maintenance greater credibility.



After reviewing these questions with your customer, you have completed step two in FFS *HOW TO BUY* process. You are now ready for step three, which is providing pricing. Sign in to www.tamcocorp.com/frontier, and use the pricing tool to recommend pricing options to your customer.