



# BUSINESS CASE

How do top decision-makers make decisions?  
Are they interested in the technical details



Usually not.

They leave that to others. Their job is to decide how to spend the company's money in the best way possible.

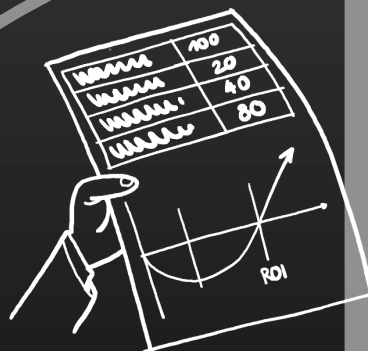
To help them feel comfortable spending money for your solution, it's often necessary to quantify the benefits they get by implementing it. They want to know the return they get on the investment you are asking them to make.

This is usually called the ROI, or a business case.

Sounds like a lot of work...

Yes.

But a strong business case helps justify the investment in your solution, accelerates the buying decision. And focuses the customer on value rather than price.



So, how do you build a strong business case?

1. Brainstorm all the potential benefits your solutions could create for customers – by industry.
2. Work with the people in the prospect's organisation to calculate the benefits using their figures.

For your business case to be taken seriously by financial people, you should include the customer's costs not just for buying your solution, but also for implementing it.

