

## Ingram Micro Financial Solutions Playbook.

Having reviewed the IMFS product selector and the Product Guide for each standard offering, you are probably asking 'what do I do next?' 'How do I sell this?' 'how do I make this work for my business growth?'. Well this playbook is just for you. What Ingram Micro can offer to our partners, goes beyond our financial solutions. The IMFS playbook is our suggested steps to help you bring it all together and start generating profit and growth by offering financial solutions.



1.



### Targeting

Identify your most likely customers and prospects to subscribe to one or more of our financial solutions. How do you do this you may ask? We have the backing of a global Business Intelligence and data driven team which offer this service. Get in touch and we'd be happy to guide.

2.



### Business Development

Now you have identified your high propensity targets. What conversations are you going to have with them? How do you build this relationship, nurture them and develop actual business from these conversations? Our business development team are on hand to support and enable you through the process. You can also find out more by tuning in to our 'Introduction to Financial Solutions' webinar on the Partner Resource Hub homepage.

3.



### Go-To-Market

Do you have a specific vertical or growth area in focus? Are you looking to expand your product / service offering, transition to offering managed services? Do you have specific deals in view? Whatever your business strategies, speak to your local IMFS Business development Executive for partnership to add financial solutions offering to your GM.

4.



## Marketing and Communications

Whether you have a marketing team of your own, you use a digital agency, or you do not have a marketing team at all, Ingram Micro is on hand to equip you and help you get the financial solutions messaging across to your customers.

As well as having marketing assets that our partners can adapt, we also offer a Marketing as a Service program that has solutions for any of your marketing needs. Find out more on [Marketing Campaign Guide](#) and the [MaaS](#) link on the [Partner Resource Hub](#) homepage.

5.



## Identifying opportunities

As you and your team engage your customers, how do they identify opportunities in form of questions, comments, cases that are signals that offering financial services is the solution to your customers challenges? speak to your local IMFS Business development Executive on enabling your sales team to sell financial solutions.

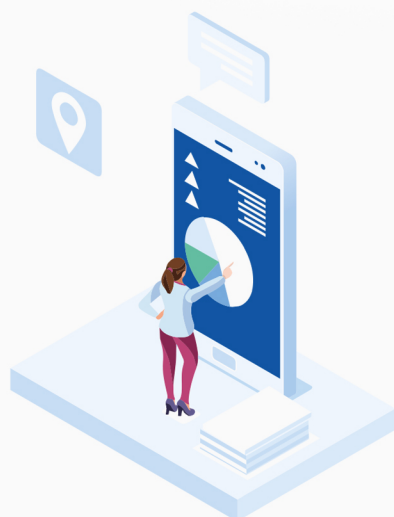
6.



## Selling Financial Solution

Product knowledge is key. Understanding how what is on offer is the most suitable solution to customer needs to help them achieve their goal (term, disposal, renewal / refresh, infrastructure or managed services) is a game changer. If in doubt, confer with your local IMFS Business development Executive.

7.



## Cross selling and Upselling

Continue to keep an eye for trends as well as compatible / complimentary products, services and software to wrap it all up. Our Financial Solutions a versatile and can be applied to a complete solution / offering. More products / services can be added along the line, this is how flexible we are. Again, get in touch with your local IMFS Business development Executive to find out more.