

**Issues with Livestorm?**

Click the 'Help' button at the bottom left of the browser.

**Questions?**

Use the Q&A function at the bottom right.

# How to boost sales of your expense management solution.

Partner webinar | November 2023





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# Agenda.

- Introduction – In safe hands
- Customer benefits
- Benefits for you
- Unique Selling Points (USPs)
- Handling common objections
- Q&A



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# Expense Management. Nothing else.

80 employees, 48% working in product development. We have colleagues in Stockholm, Gothenburg, Ludvika, Norway, Germany, UK, and Finland.

- 45,000 customers.
- 300,000 users.
- 30 new customers each day.





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## The facts.

**18**min

Average time to correct an expense report

**19**%

Average percentage of expense reports with errors

**24**min

Is the cost in time to process one receipt – from purchase to posting

[\\*Reference1](#)  
[Reference2](#)

# Expense Management over the years.

## First generation.

Before 2015.

- Manual reporting
- Excel templates
- Paper-based

~55 min

## Second generation.

2016 to 2020.

- Digital reporting
- Automatic analysis
- Digital archive

~24 min

## Third generation.

After 2021.

- Digital receipts
- Automated flow
- Automated control

~8 min

*“Consider this: people here make 25,000 travel expense claims per year...If we could reduce this time by just five minutes per claim, the savings would be significant.”*





**55**

**minutes**

manual expense management

**10**

**seconds**

digital expense management



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# Benefits for your customers.

## Happier employees.

- Simplified processes
- Easier to report all receipts
- Shorter time to reimbursement

## Cost savings.

- An organization with 75 users saves the cost of one employee per month
- With 1000 users the savings equals 13,3 employees

## Better collaboration with you as their supplier.

- Happy sales people
- Happy clients
- More and better control

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# Challenges? Yup, we know.

- Accountants/Consultants becoming advisors
- Not scaling your business due to manual tasks
- Use of several different expense management solutions
- Differentiate yourselves in the market
- Poor software margins



# Challenges? No more.

- Automated expense management
- Free up time – focus on your core business
- Your brand equals deeper relationship with customers
- One expense solution across all accounts
- A new revenue stream





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# The USP overview.

## **Compatible**

Works with any payment method, any financial software and any kinds of receipts.

## **Compliant**

Out of the box peace of mind, pre-built to conform with local regulations.

## **Automated**

Automated processes that replace repetitive manual tasks.

## **Instant**

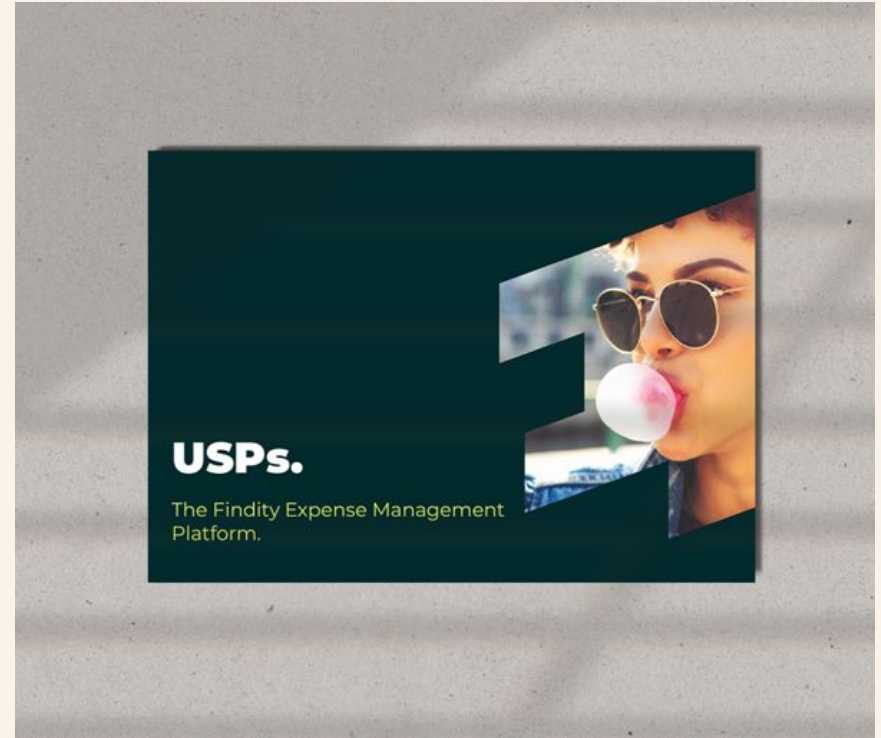
Instant capture and distribution of data means lightning fast payouts no more reimbursement delays.

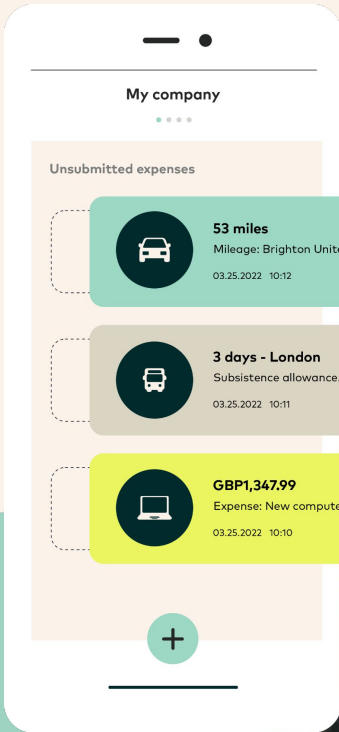
## **Control**

Full traceability and better understanding and optimisation of costs.

# News in the Partner portal.

- New USP document available for download.
- Updated with latest features as well as higher level USPs.
- Use as inspiration or input to your sales and marketing material.





# Functions worth mentioning.

- Customisable dimensions and input fields
- Connect your bank card
- Multiple integrations
- Auto compliance
- Expense and approve on the go
- Split expense
- Duplicate detection
- Delegated expense management
- Reminders, budgeting on categories and so on...

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# It's too expensive.

If they don't use a digitized solution today, let them know what it costs in time to do it manually (previous slides). Another objection could be that "we don't have that much expenses". Then there might be opportunity for different types of licenses/prices.

"Of course, I understand that you want to talk about price as well, we are negotiating. But before we get into that, I just want to say one thing. People tend to use the expression "coffee money", and I think it's just as much of a cliché as you do. But this is really about coffee money. I don't know what you have in your office, but we have what I think is a perfectly normal coffee machine in our office. The cost for it is approximately SEK 4 per cup. If everyone only takes one cup per working day, it will be around SEK 99 per month per employee. That's roughly what you pay for a user in our expense solution. Good, huh? (It's also good to refer to the case from Eurocard, for example)."

# We're comparing with other tools.

\*Buy signal\*: There is a pronounced need. "Good that you are probing the market, and company xx surely has a good solution as well. We both have different strengths. For example, company xx focuses its business on offering cards and does it well, while we are completely card agnostic which means your employees can connect any card to the service. Let me show you (demo).

# Questions to ask:

1. Based on what we've discussed – what do you like about our solution?
2. What is most important to you with a new solution?
3. When do you want to get started? We would need X time for setting up the solution.
4. Are you trying to cut costs or get a better service? Is there a budget for a price increase?
5. How would you like to continue this? Want me to send you a quote or get a more in-depth demo next time?
6. Do we need to involve anyone else within the organization?

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# Other resources to help you succeed.

## Support team

- Answers all questions about the product, settings etc.
- Issues and bug reporting.
- Available through phone and email.

[support@findity.com](mailto:support@findity.com)  
+46 771 584 886

## Knowledge base

- The primary source of product knowledge.
- 200+ articles and guides.
- Feel free to utilize and create your own product material.

[Go to Knowledge base](#)

## Partner portal

- Provides you with all material you could ever need about the solution.
- Feel free to rebrand material use for sales and marketing purposes.

[Go to Partner portal](#)

## Product portal

- Have an idea on how to improve the product? Submit it here.
- Stay up to date as our product team plan and release the road map.

[Access via Partner portal](#)





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