**Zahara Quick Sales Guide – CONFIDENTIAL**

This simple guide is intended to help partner sales and account teams to identify and qualify potential new Zahara customers. The guide highlights next steps and contacts for more information.

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| **Elevator Pitch***Grab a prospects attention in 30 seconds or less.* | Zahara is designed for the finance team to add control and visibility to the buying process with multi-step approvals for purchase requisitions, purchase orders and vendor invoices. Zahara integrates with popular finance systems as well as most ERP systems using standard formats. Every purchase results in a full audit-trail from request to payment. |
| **Target Audience***Profile of companies that typically buy and benefit from Zahara.* | Larger small businesses with multiple locations or multiple concurrent projects – typical verticals include construction, not for profits, events companies, retail chains, hospitality chains and sporting / leisure organisations. Specifically, not stock / inventory buyers like manufacturing – Zahara is all about the indirect costs or overheadsA restaurant chain would use Zahara for premises costs approvals and not for buying food which would be a daily purchase, probably online or phoned through. |
| **Customer Personas***Profile of key individual(s) to speak to within target company.* | Finance Directors, financial controllers, accounts payable managers, accountants, bookkeepers. Typically middle management, familiar with accounting software. Under pressure to deliver cost savings and process efficiencies. Often IT managers will do reconnaissance and then recommend to the accounts department.  |
| **Pain Points [1]***The key challenges that are audience are facing.*  | 48% of companies say manual processes (eg entering invoices, emailing / chasing approvals etc) is biggest challenge. * 34% lost or missing invoices,
* 32% paper invoices,
* 31% getting approvals,
* 29% dealing with discrepancies and errors.
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| **Competitive Advantage***What else might they be doing or looking at & how does Zahara compare?* | * Manual Processes – 80% market share. – using Word / Excel
* ReceiptBank – Invoice processing
* Approval Max – Approvals
* Procurify – No invoice processing
* Concur – expensive and complicated
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| **Qualification Questions***The key questions to ask in order to identify an opportunity.* | Do you use purchase orders? How do you raise them (looking for manual process here)What accounts system do you use?How many vendor invoices a month do you process?What’s your biggest pain in the finance department? |
| **Common Objections***Typical responses and how to handle them.* | * I use QuickBooks – why do I need Zahara? Easier – give all staff a login -
* I have [competitor] – why do I need Zahara?
* I don’t have budget – etc
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| **Next Steps***What do we want the prospect to do next? And what if they don’t?* | 1. Book a Demo: ±35 minute online demo with Zahara direct
2. Take a Trial: visit [www.zaharasoftware.com/take-a-trial](http://www.zaharasoftware.com/take-a-trial)
3. Request more info: send request to sales@zaharasoftware.com
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| **Solution Overview***What does Zahara do?* | * Cloud based – can be accessed 24x7 from any internet enabled device
* Automation – streamlined process: requisitions, orders & invoice approvals
* Accounts – plays nicely with Xero, Sage, Quickbooks and others
* Budgets – centrally control departmental budgets
* Quick to deploy – realise benefits in hours/days
* Intuitive – employees love Zahara’s ease of use
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| **Business Benefits***How does Zahara solve my pain points?* | Zahara is proven to:* Reduce costs by X% by eliminating errors and duplicate invoices
* Up to X% time savings – reduce time chasing approvals
* Visibility – clearly see who’s buying what and therefore know what invoices will be coming in
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| **Client Successes***Prove who has realised these benefits by using Zahara* | BA Holidays, CHD Care, 4D Pharma, Lush Retail – add moreGo to: [www.zaharasoftware.com/casestudies](http://www.zaharasoftware.com/casestudies) |
| **Pricing***A low cost subscription with no/low set up costs for a great ROI!* |  [www.zaharasoftware.com/pricing](http://www.zaharasoftware.com/pricing)  |
| **Company Overview** | See About us page on website  |
| **Contacts** | For more information or to help a client, please contact:Martin Peirce or Nick Hedley-Harper – use Teams  |

Zahara is chosen to remove these surprises. It gives a complete visual of all the costs that will eventually hit the finance team that they will need to send out cheques or payments for. That’s why its usual for the finance team to hunt down software like Zahara and deploy it. They know it will give the order and the visual of the spend as well at the control they crave – the ability to say no to spend that doesn’t make any sense.

So the benefits are very much

1. Add control to buying – stop things being purchased that shouldn’t be purchased
2. Add visibility of spend – see the expenses being committed as they are being committed
3. Cut out fraudulent spend – nothing scares the finance team more than realising they may have just paid a spoof or fake invoice
4. Cut out waste – They know it goes on, now they have the evidence and software with Zahara to prevent it.