

"WACC, IRR, NPV, GAAP, Sarbanes-Oxley, Dollar Cut-Off..."

# Do You Speak CFO?

In today's economy,  
the bottom line rules.

And CFOs rule the  
bottom line.

**TAM Corp** is a leading provider of technical consulting services. TAM Corp is a global, full service technology consulting company providing strategic consulting, technology solutions, and business process outsourcing.

**Edward G. Zaik** is an author and strategist specializing in finance, accounting, and credit topics. His previous experience includes a corporate career as CFO of Wells Fargo Leasing, and SVP of Bank of America. He holds an MBA from UCLA, is a CPA, and has published in the *Journal of Applied Corporate Finance*.

**Michael P. Beauchamp** is an author and public speaker specializing in sales and marketing. His experience includes EVP of Sales and Marketing for J.J. Kenney, and multiple positions within Moody's Investors Services. He holds an MBA from Pepperdine University and is a contributing expert to *Personal Selling Power Magazine*.

Many times, having a great product at the right competitive price is not enough - to close the sale, you have to get the CFO's approval. Countless proposals never move beyond this hurdle.

In this customized, one-day seminar. With TAM Corp's experts, you can target your sales pitch to the CFO and increase your sales.

Attend this fast-paced seminar and learn how to position **your company's products and services** with the language, methodologies, and financial metrics that CFOs use for decision making.

## To sell to the CFO you need to...

- ...**Understand** how CFOs make their decisions
- ...**Anticipate** a CFO's concerns and diffuse them in your presentation
- ...**Apply** financial metrics and methodologies to your products
- ...**Present** a financially compelling sales pitch

## This seminar provides...

- ...highly interactive sessions, **tailored to your target audience**. After your registration is received, we will prepare custom materials.
- ...**custom case studies** that address the challenges your company's products face in sales.
- ...**innovative research techniques** to power up your pitch. Which sources will identify your customers' critical issues?

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## "Selling the CFO"

A seminar from Tam Corp.

Seminar schedule is forming now. Please call 760-481-7589 or visit [www.tamcorp.com](http://www.tamcorp.com) to learn more.