

## Finance

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### **Problems**

The image of the title "CFO" (Chief Finance Officer) no longer corresponds to that of a severe auditor who authorizes minimal expense, and who is always waiting for revenues, behind closed doors. Relationships with investors, and "road shows" for brokers in an effort to get financing, as well as the publication of results, take up much time which could be better used to improve the company's revenues. In some major projects, the sales people are left on their own to negotiate directly with a particularly skillful CFO to discover the margins and to make the prices go down.

### **Solution**

Web conference presentations using *PowerPoint* and *Excel* are among the new arsenal used by CFOs to convince financial partners. As a follow-up to the interest or questions of the interlocutors, another document can be sent by the CFO to complement the information or to direct them to a particular WEB page. Apart from the online meeting, it is also possible for him to have a private conversation with a participant, an associate, or a partner for immediate consultation in order to make the best decision for the company's benefit.

### **Results**

It is best to have your interlocutors' attention focused on their screens instead of on the walls of a meeting room. Still better would be to have scanned copies of all the supportive information needed ready, beforehand, just to send it to an investor at the exact moment when a question is raised. From an investment point of view, the swiftness of reaction is crucial for the subsequent decision. Otherwise, the impact will be lost and, in all probability, the interest of the interlocutors will fade away. Their time is as valuable as anybody's, and usually they are very concerned about how they use it. As a matter of fact, there is nobody better than a CFO to negotiate an important contract with another CFO. Now all this is possible without them having to leave their offices.