

Total Economic Impact (TEI)

Forrester's Total Economic Impact™ (TEI) portfolio helps you market and sell your products and services more effectively by demonstrating the business value of your solution.

Deliverables include client case studies, custom return on investment (ROI) tools, sales training, and prospect-facing speeches and webinars. TEI supports you throughout the sales engagement process with:

Expanded access. Present validated results to gain access to new clients.

Productive meetings. Establish your ability to address clients' business problems.

Shared vision. Illustrate how you and your client will work together to realize value.

Business cases. Assist your clients in quantifying costs, risks, and benefits.

ENGAGE CURRENT AND PROSPECTIVE CLIENTS

Leaders use our robust, comprehensive methodology to help justify tech purchases based on anticipated value to their business. Leverage the power of TEI to demonstrate the value of your solution.

CASE STUDIES

Articulate how current clients benefit from your solution in terms of total cost of operation (TCO) and ROI. Forrester creates a cobranded business case framework and validates it through interviews with your clients. Our objective expertise will help you differentiate your selling approach and enable your prospects to justify investments.

INTERACTIVE LEAD GENERATION AND SALES ENABLEMENT TOOLS

Demonstrate the impact of your solutions with our powerful web- and cloud-based TEI tools. The Lead Generation tool delivers a quick, personalized estimate and captures prospect information for follow-up. Encourage collaboration between prospects and your sales team by using the Sales Enablement tool to create presentation-ready tables and charts and shorten sales cycles. Both tools create personalized analyses based on prospects' metrics.

PROMOTIONAL SPEECHES AND WEBINARS

Engage Forrester experts with your audience to help raise external awareness and generate interest in your solution.

SALES TRAINING

Empower your sales team to discuss the financial and business value of your capabilities by leveraging the proven TEI methodology.



Forrester's Total Economic Impact is designed to help you connect with clients in the "buy" and "engage" stages of their buyer journey.

THE BUSINESS CASE FOR TEI

Forrester examined the total economic impact and potential ROI that organizations may achieve by investing in a TEI multicompany case study by profiling a Fortune 1000 company specializing in enterprise storage solutions. Result: The vendor company experienced a total risk-adjusted ROI of 427% and reached a breakeven point (payback period) in three months.

Sales increased through improved lead generation. The TEI portfolio generated leads from a website posting, email campaigns, prospect handouts, trade show distribution, and webinars. Leads from the website produced \$500,000 in sales and \$305,000 in profit (net present value of additional profit: \$277,273).

Costs decreased during the sales cycle. Sales teams leveraged TEI to streamline their business cases, resulting in a clear justification for investment and a shorter sales cycle. Productivity savings for sales were estimated at \$137,931 (net present value: \$125,392).

Marketing materials gained credibility with data validation. The company used TEI to build campaigns for products cited in the study. The TEI study supported its value proposition with concrete data and was widely featured in prospecting webinars and marketing campaigns.

EXTEND THE CONCEPTS OF ROI AND TCO

TEI adds depth and credibility by balancing costs with three equally significant factors: flexibility, risk, and benefits. Flexibility takes into account the value of future options that investing in a specific technology can provide. Risk quantifies the likelihood that costs may be higher than estimated and that benefits may not reach the targeted levels. The incorporation of risk makes the final ROI more realistic and allows for the identification of risk mitigation strategies, such as extra support or training.

ADDITIONAL ASSETS AVAILABLE

Campaign Content

- ▶ ROI estimator
- ▶ Infographics
- ▶ Animations
- ▶ Prezi animations
- ▶ Videos
- ▶ Social content
- ▶ Translations
- ▶ Reprints

Promotional Events

- ▶ Speeches/events
- ▶ Webinars
- ▶ Tweet jams

FOR MORE INFORMATION

To learn how Forrester's TEI can help you communicate the value of your solution, please contact your account manager or email us at consulting@forrester.com.

CHALLENGE THINKING. **LEAD CHANGE.**