



Getting Clients to Pull the Trigger on Projects

Help clients think through relevant business goals:

Profitability & Growth	Cost Containment	Organizational Efficiency	Regulatory / Risk
Increase profits	Streamline/automate processes	Ensure employee productivity	Adhere to regulations
Gain new customers	Leverage existing investments	Increase collaboration and/or integration	Ensure insurance and/or legal requirements
Geographic or market expansion	Control/eliminate expenses	Optimize technology utilization & outcomes	Safeguard data, systems, IP, employees, & customers
Improve customer experience, increase customer loyalty	Leverage cloud / outside resources	Advance innovation and digital transformation	Reduce complexity and keep up with changes
Other	Other	Other	Other

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