

CFO Demo Script — Elite Version (Finance Software)

0:00 – 3:00 — Opening

Set tone + credibility

Hi everyone, welcome.

I'm John, Solution Specialist at Fintech Corp.

This won't be one of those demos where everything looks under control until it shows up as a **surprise at the end of the quarter**.

And when that happens, finance ends up doing the **detective work after the fact**.

So instead, I'll walk through a **realistic scenario**—where costs creep up—and how you **catch it early** and stay in control.

Does that sound like a useful place to start?

3:00 – 7:00 — Context

Frame the CFO problem

In most organisations, the issue isn't **lack of data**—it's **timing and fragmentation**.

Cost signals appear **2–4 weeks too late**, across systems, and by then impact is **baked in**.

So finance ends up **explaining outcomes**, not controlling them.

7:00 – 12:00 — Trigger

Make the risk visible

Let's take a simple example. Spend starts **creeping up**.

At first, nothing dramatic. No alarms.

But over time, a **trend forms**—this is where exposure builds **quietly**.

Let me draw your attention to this graph—this is where it becomes **visible**.

In most environments, this is only seen later—at month-end.

That gap is where **cost leakage** happens.

12:00 – 22:00 — Workflow

Show control in motion

You can see this evolving in **real time**.

We break it down by **category, supplier, team**.

This shifts from 'something looks off' to 'we understand exposure'.

Teams reduce variance by **10–15%** just by seeing earlier.

You can **intervene early**—no chasing emails, no delays.

Everything is **tracked, visible, and controlled** as it happens.

22:00 – 26:00 — Outcome

Reinforce financial impact

A manufacturing customer reduced untracked spend by **12–15%** and cut detection from **weeks to days**.

They moved from **reacting** to **controlling outcomes**.

26:00 – 29:00 — Tie Back

Connect to their world

This usually shows up as **delayed visibility, manual tracking, and late surprises**.

This is the same situation—handled earlier, with **more control and less risk**.

29:00 – 30:00 — Close

Open + qualify

Do you see this playing a role in how you manage **cost visibility** and **risk** today?

Appendix — What CFOs Care About

Cost Visibility — % spend visible

Spend Leakage — unmanaged spend

Speed of Insight — weeks → days

Decision Agility — time to act

Risk Exposure — % at risk

Financial Control — governed spend

Forecast Accuracy — variance

Efficiency — manual effort reduction