The Company Secretary's guide to choosing new technology - Part 2

Part 2: Get the board's buy-in

Following careful analysis, you're feeling confident that you've found the best tech solution for your board.

Now it's just a case of getting everyone else's buy-in. In part two of "The Company Secretary's guide to choosing new technology", we'll help you successfully pitch your proposal to decision-makers, overcome objections, and get the support you need to move forward.

Missed part 1 of "The Company Secretary's guide to choosing new technology"? You can access it here.

Planning your pitch

It's easy to get caught up in the technicalities like features and costings. And as important as this information is – can you explain in simple terms how this solution will benefit the team?

That's not to say you should become an unofficial sales representative for your proposed supplier. Lean on your contact there and together, you should be able to:

• Explain why this solution is preferable over the default option of doing nothing and sticking with the status quo

• Explain how this solution will resolve your common pain points

• Evidence the time and money that has been saved by other customers

• Relate the benefits of this solution to wider organisational goals, such as improving morale and wellbeing

Of course, as compelling as your pitch may be, you may still get some resistance...

Overcoming objections

Once you've pitched your solution, encourage questions & probe the main concerns carefully.

To help you get a head start, we've put together a checklist of common objections and how to overcome them:

1 *"This specific director will never go digital."*

Most suppliers won't force a reluctant director to change their ways of working. Usually, it's simply a case of reassuring them that no one will force them away from their current solution.

In our experience, however, it's a case of 'seeing is believing'; nay-sayers often come around when they see the results for themselves.

2 *"We don't have time to do this properly."*

Most modern providers can have you up and running in a matter of days – no major onsite installation is required. At Board Intelligence, we can get you up and running in a little as 24 hours.

What's more, you can choose to adopt your solution at a point in the year when the board cycle is less intense.

3 *"We don't have the budget."*

Inefficient board meeting processes are costly, considering board members' fees, expenses and the time spent preparing for meetings.

We encourage directors to use our [board reporting calculator](#) to assess how much their current solution is costing them. Your supplier should be able to help evidence the cost-saving benefits and provide case studies from similar organisations.

4 *"I'm worried about security."*

Confirming the security credentials of your supplier will provide assurance. At Board Intelligence, we ensure client information is stored in the highest quality UK data centres (ISO 27001 and ISO 9001-certified). We also remote-wipe all data from lost devices.

5 *"We should do this in house."*

Do you have the capacity to offer the best user support? Board Intelligence's BI24 team are on hand to offer our customers help 24 hours a day, 7 days a week, 365 days a year.

And will the IT team be able to easily tweak the functionality as your needs evolve? At Board Intelligence, we are constantly upgrading our technology in line with security protocols, sector developments and customer feedback.

6 *"We can't run the risk of failure."*

Decision-makers may be dissuaded by previous failed projects, so it's important to determine where these projects went wrong and why.

Projects can fail when a company tries to do too much too quickly. The team at Board Intelligence won't pressure you into biting off more than you can chew, and will work with you at your pace.

Need support getting your decision-makers to buy into Board Intelligence? Set them up with a personalised demo from one of our team.

BOOK A DEMO