Subject: Addressing Potential Client Objections to Leasing Proposal

Hi team,

After reviewing the client's org chart and considering potential objections to our leasing proposal, I anticipate the CFO and CCO will be key decision-makers to address.

\*\*CFO Concerns (Financial Impact): \*\*

The CFO's primary concern will likely centre on the financial implications of leasing. While leasing packages (including SIM plans) generally cost less upfront than traditional plans, potentially impacting revenue, data from other markets demonstrates that this is offset by increased market share and superior top-line growth for telcos offering leasing, despite lower ARPU.

To mitigate default risk (a key concern), we should explore outsourcing the entire leasing operation to a third-party provider.  This would transfer risk.  Implementing a robust credit scoring system for customer qualification will further minimize potential losses.

\*\*CCO Concerns (Market & Brand Impact): \*\*

The CCO's focus will likely be on market reception and brand perception.  Because leasing is new to this market, potential customer confusion and negative brand impact are valid concerns.  To address this, we should leverage successful launch campaigns from other markets, carefully crafting our messaging and launch strategy.  Proactive awareness-building prior to launch, utilizing influencers and online content, will be crucial for a smooth introduction.

\*\*Overall Confidence: \*\*

I'm confident we can address these concerns effectively.  By presenting data and case studies from successful leasing implementations in other markets, we can demonstrate the viability and profitability of this proposal.  Given the client's objective and data-driven approach, a strong data-backed presentation will be key to securing their approval.