

Hello Assaf,

Since we'll be having a discussion with the company executives, I have headlined some important aspects regarding the issues or objections that certain sections of the company would raise regarding the transformation in their business.

Among the list of departmental officers that you shared, the two concerning sections that I feel would be,

- Chief Financial Officer.
- Chief Commercial Officer.

The concerns that they are likely to raise,

- CFO: Finance is something that has been troubling Company X, and it is natural to expect objections from the CFO on how our solution would help increase the profits. The CFO would also be inclined to deploy safe measures.
- CCO: As we are overhauling the entire commercial structure of our client, the Commerce department would undergo major changes. The CCO would be concerned about our method of deliverables and would question the implementation of the solution.

Addressing their concerns,

- We have a financial model at hand, that clearly imparts the impact of our solution. It demonstrates how the financial rejuvenation of Company X would take place if hand leasing is implemented. A concise explanation of this would aid the CFO's concerns.
- Our team will need to draw out plans to structure, or rather restructure the commercial entity of Company X. CCO's concerns would revolve around the implementation and target areas. Our survey statistics would help in ensuring that implementation is well thought of.

Keeping these points in mind, we can mitigate the concerns or doubts arising from the panel of board members thus elucidating on the matter at hand, that is the importance of handset leasing.