**Subject**: Preliminary Thoughts on Addressing Concerns for Upcoming Presentation

Hi Assaf,

I hope this email finds you well. As we gear up for the meeting with functional heads, I've identified two potential departments with concerns and outlined brief strategies:

**1. Finance Department:**

**Concerns:**

* Financial Impact: CFO might worry about immediate financial effects of handset leasing.
* Budgetary Considerations: Questions on alignment with existing budget constraints.

**Addressing:**

* Financial Projections: Present detailed long-term benefits.
* Budget Alignment**:** Demonstrate how leasing aligns with budget strategy.

**2. Commercial and Strategic Functions Department:**

**Concerns:**

* Market Acceptance: CCO might worry about customer reception to the new leasing plans compared to traditional offerings.
* Competitive Positioning**:** Questions may arise on how the leasing model positions Company X competitively.

**Addressing:**

* Market Research Insights: Highlight positive market responses to handset leasing, referencing successes in comparable markets.
* Competitive Analysis: Showcase how handset leasing differentiates Company X and enhances competitive positioning.

These are initial thoughts based on general concerns that these departments may have. Of course, it would be helpful to gather more specific insights from the meeting itself. Please feel free to share any additional information or guidance as we approach the presentation.

Regards,

Suryadeep Khungar