

# How To Purchase TPX Software:

**Our buyer committee guide and toolkit  
for a successful process with no decision  
regret**

Gartner research shows that satisfied software buyers, as defined as those who don't later regret their tech purchases, tend to be more thorough in their approach to developing a business case and more disciplined in gaining consensus across a broad set of stakeholders. [Gartner: Help Your Tech Buying Team Work More Effectively](#)

This could not be more true for consumer goods companies wishing to purchase a Trade Promotion Management (TPM) and Trade Promotion Optimization (TPO) software solution. There are many options out there, many stakeholders and a lot of competition for budgets. We have developed a buyer enablement toolkit to assist you in finding the right fit for your business needs and help you navigate the process internally to successfully secure approval for your project. We have identified 10 key items that will help you facilitate a successful buying process. Each step has a link to more detailed materials and/or specific tools (checklists, calculators, etc.) to help you on your way.

Here at PSignite we want to see you succeed, whether we are selected or not, we wish you the best of luck on your TPx journey!

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## 10 key steps to a successful TPx buying journey:

### 1. Identify the buying team

Get the buying team assembled up-front, with the right balance of stakeholders and subject matter experts to inform your decision without paralyzing the project.

[Step 1: Identify the buying team](#)

### 2. Align project objectives

Your buying team must align on the key project objectives based on stakeholder needs. To do this, we have prepared a [stakeholder interview guide as well as a template for summarizing the results.](#)

### 3. Identify funding and budget source

So you have your buying committee in place and you know what you want to accomplish. Now it's time to secure the budget and funding source.

[Step 3: Identify funding and budget source](#)

### 4. Conduct a business value assessment (including ongoing business value tracking)

Perhaps the most vital component of securing buy-in for your TPx project is proving value. There are many areas to show system payback, and to assist you we have provided a detailed ROI calculator to illustrate payback on the investment. Showing value shouldn't stop when the project begins. At PSignite we institute a value tracking program with each new client, with agreed-upon KPIs that are measurable and provide the organization with an ongoing understanding of system value.

[Step 4: Conduct a business value assessment](#)

### 5. Research vendors and select short list

The process of selecting the right TPx vendor requires an investment in time across the buyer team. Doing the right work up front to research vendors and select the right shortlist will save you (and your vendors) a lot of time and effort in the long run. [Learn all the ways you can research your choices and get to the right short list for your RFP.](#)

### 6. Issue your RFP

A solid RFP process, placing the right weight and emphasis on the right elements, will simplify and expedite the process of finding the right vendor. Use this template in conjunction with step 2, emphasize the components that are important to your organization and eliminate or weight down items that are of lesser priority.

[Download our RFP Guide and Template](#)

### 7. Conduct vendor demos

Demo time is exciting, and when it's time to demo you'll want to make sure you get the most out of the team's investment in the time they will spend with your short-listed vendors. [Click here for our list of tips to get the most out of each vendor demonstration.](#)

### 8. Vendor selection

You've prioritized your requirements, submitted your RFPs and received answers back, had your demos - it's time to make your final selection!

[Step 8: Vendor selection](#)

### 9. Prepare for successful implementation

Consider this your toolkit inside your toolkit. A key element of buying a TPM solution is showing you have a precise and well-thought out plan for implementation. [Click here for a full toolkit of checklists and helpful tools to be ready for success!](#)

### 10. Create your change management plan

Implementing a new trade promotion solution requires a concerted effort in change management. While training is the core of a good change management plan, there is so much more you can do to illustrate what you've thought through user adoption. Click below for valuable advice on training and change management!

[Guide to Developing an Effective TPx Training Program](#)  
[6 Steps for Successful Change Management](#)

#### Meet CPGvision

The unified solution for trade promotion management, trade optimization and revenue growth management brought you by PSignite. Our mission is to enable consumer goods companies to achieve profitable revenue growth by providing the ultimate combination of powerful feature function, advanced scalability and ease of use. Want to learn more? [Book a meeting today.](#)