# sphinx

ISG Newsletter, 12/2016

## Sphinx Logon Sales Tips From ISG Members

Looking for tips on how to sell the Sphinx Logon software to your customers?  Check out the examples below from recent Sphinx Logon sales.

| | Sheriff's Office | City Government |
|---|---|---|
| | Elliott Data Systems - Midwest | Higgins Corporation |
| **1.  How did you initially approach the customer?** | They were an existing customer and we were discussing the different applications for a smart card.  During the discussion I asked if they had interest in MFA in which they said yes. | They approached us looking for a logon solution for both the city government and fire department. |
| **2.  Any special complications with the sale?** | No, they knew they needed to add two-factor authentication and had a deadline. | Yes, the IT team and different departments had to be consulted and this made the sale more complicated. However, the city staff worked well together so even though it lengthened the decision-making time, it also ensured that everyone was happy.<br><br>Plus, they wanted readers in their Panasonic notebooks to read Java cards - for the fire department when they're on the road.  This was simply another detail that was worked out. |
| **3.  Did you get helpful feedback from the customer?** | They liked the solution because it would work with their existing credentials and required a minimal hardware investment. | They were surprised how easy the logon software was to use. |
| **4.  Any additional comments that might be helpful for other ISG members?** | Sphinx was an affordable solution that helps the customer meet their objective of MFA, for Windows log-in policy. | The customer found the whole team fantastic to work with.  They are very excited about their new solution. |