

# Making deals

# fly

Selling jetliners requires sound financial analysis—and making sure the deal is good for Boeing and the customer **By Hannah Wong**

As a senior financial analyst in Commercial Airplanes with the Revenue Management group, Hannah Wong performs a variety of analyses and is responsible for working with engine manufacturers and forecasting revenue for the Next-Generation 737. In this *Frontiers* series that profiles employees talking about their jobs, Hannah provides a behind-the-scenes look at some of what her team does to help the company be successful selling commercial jets.

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**E**ach time Boeing announces a new airplane order, chances are that someone from my team has been working on that sale for months.

I support the financial analysis for these sales campaigns. When we're engaged in an active sales campaign with a customer, my team is responsible for figuring out what it will mean financially for the company. The financial analysis I create is used by decision-makers who authorize our sales proposals. We also feed it back to the airplane programs so they can forecast what our financial position will be going forward.

The way it works, generally, is that a Boeing customer team develops a campaign strategy. It's important to know the key players and leaders for the customer,

and to understand on what basis the customer will make a decision to buy airplanes, what Boeing can bring to the table that the competitor cannot, and what our strategy is for closing the deal. As analysts, we are brought in to help examine specific financial terms. When the data are ready, we call a meeting to discuss the details with sales, contracts, marketing, finance and airplane programs. The sales team is then ready to go talk to the customer.

Each day at work is different, and I like that. I'm challenged to be creative and to "find a way" to help Boeing be successful. The deal can't just make sense for the customer—it has to make sense for Boeing, too. So it's my job to analyze the ideas and concepts in a sales strategy

and provide good financial data for those who make the decisions for Boeing. This requires me to ask: Is this offer good for the company and the customer? Does this campaign create opportunities or does it create risks? Sometimes you just have to use good judgment.

Naturally, it can be challenging at times to balance so many different priorities, but I really believe any tension around a sales process ultimately ensures the best possible outcome for everyone involved—for us and our customers. The best part of my job is seeing it all come together in a successful sale. ■

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