



## Increase Your Sales

- **Customers Want It:** Just because your customer doesn't ask for financing, that doesn't mean they don't want it.....they end up buying equipment from your competitor who offered financing. Help your bottom line, do business on your customers terms. Payment options makes it easy to say YES
- **Put Focus on Payments:** Offering a payment option **removes the emphasis from the total cost** of the equipment. Your customer thinks in terms of payments or budgets not a large lump sum cash outlay
- **Your Competition Is:** Make it simple for your customers to buy from you! Offer the payment option early in your conversation as a **positive financing alternative** every time you quote
- **Bundle Your Services:** Include accessories, software, services, delivery, installation, training, and more
- **Know the equipment price and the monthly payment amount before you talk price.**
- **Sell on net profit** and savings generated by the equipment
- **Use the lease as a trial close to **sift out objections****

## Benefits to Our Valued Dealer

- **Increase your sales**
- **Big sales with higher margins**
- **Take the spotlight off of the total price**
- **Same day funding – **your not a bank.....no collection efforts****
- **Simple to use finance plans and equipment add-ons is fast**
- **Technology tools to make it easy to use payment plans**
- **We will train you.**

## Benefits to Your Customer

- **100% Financing & Budgeting is Simple**
- **You Won't Be Stuck with **Obsolete Equipment****
- **Preserve bank credit lines**
- **May be better **tax benefit** than outright purchase**
- **Improved Cash Flow:** Equipment either saves money or increases income, either way the equipment can earn it's keep as payments are made

**For more information, call Lease Consultants at 800-325-2605.**