BENEFITS OF LEASING FOR EQUIPMENT DEALERS

**QUICK PAYMENT**
Same day funding, leave your billing and collections to us.

**ONE-STOP SHOPPING**
The financial component of the sale is best handled when both equipment and financing are being controlled by the salesperson, thus limiting outside financing constraints.

**LARGER TICKET SALES**
Monthly lease payments, rather than large cash outlays, lead to a broader equipment purchase.

**ACQUIRE EQUIPMENT NOW**
Avoids delaying the sale until the cash is available.

**EASIER UPGRADE CAPABILITY**
Selling upgrades is easy because the monthly investment simply changes from one amount to another.

**USES THE MONTHLY PAYMENT CONCEPT**
The month-to-month investment in the equipment is parallel to the utility value of the equipment.

**TRIAL CLOSE**
The credit process can be used as a trial close to check the prospect’s buying mood. Asking for a signature from the customer overcomes a sales hurdle and offers an opportunity for hidden objections to surface.

**AVOIDANCE OF STICKER SHOCK**
Experienced salespeople will quote monthly investment through leasing first, and cash price last to soften the bottom line.

**BUILDS REPEAT BUSINESS**
It is easier for your customer to purchase additional equipment because the equipment investment becomes part of their monthly operating budget, not a lump sum capital outlay.

**ESTABLISHES ADDITIONAL CREDIT LINE**
Leasing allows customers to establish a new line of credit. They may plan future equipment acquisitions and add-ons using their leasing source.

**ANSWERS COST OBJECTIONS**
Monthly payments make the equipment investment easier to justify.