

## Benefits of Leasing for Vendors

*"Buy that which appreciates and  
lease that which depreciates."*

*J. Paul Getty*



### 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.