

3 BEST REASONS FOR EQUIPMENT & SOFTWARE SALES REPRESENTATIVES TO REFER THEIR CUSTOMER TO A LEASING CO.

#1 CLOSE THE SALE

Selling payments not just cash payments is a proven technique to close more sales! Imagine how slow our economy would be if all of the car dealers, home sellers, all the top commercial and residential equipment dealers and everyone else sold based on cash only. Even Ford motor company was selling payments for new Model T Fords in 1914, shouldn't you be promoting leasing at every moment to close more sales?

#2 CONTROL

You control the sale if you control the financing! Haven't you lost sales when the customer states he is going to his bank for a loan, and then he never returns or takes weeks or months to complete the financing or just gives up. You can solve all that with a referral to a financier you know and trust that can give you daily briefings, tell you if the completion is trying to get in on the sale, and then quickly bring you a big check!

#3 COMMISSION

Earning a commission is what we are all here for. Your commission might be built into your salary, but we all must produce and sell things to stay in business and employed so don't let down your guard and loose control of the sale and risk your commission!