

4 WAYS SALES PERSONNEL SHOULD BE USING LEASING AND FINANCING TO HELP THEIR PROSPECTS AND CUSTOMERS

#1 VERBALLY

On phone (land line or cell) and in person when speaking with your prospect and influencer, during a demo, trade show, radio ads, giving a public address, or social gathering, having your prospect speak with your leasing agent, and many more!

#2 ELECTRONICALLY

When contacting your prospect and influencer and leaving a voice mail, video on You Tube, sending a personal or broadcast email, text messages, electronic invoices, sending your prospects leasing co. contact information, electronic quotes, electronic credit applications, and many more!

#3 ON PAPER

On every advertising piece of paper including newspaper, your business card, envelopes, letter correspondence, quotations, proposals, contracts, invoices, leasing co. literature including business cards, leasing co. quote, application form, follow up letters, and more!

#4 MENTALLY

You are familiar with training your customers to “think of you” so work to train them to “think of your great low cost payment terms” at the same time!