



# 10

## REASONS TO OFFER FINANCING

A Quick Reference Guide From LEAF

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LEAF's fast, easy, flexible financing  
is a better way for customers to buy  
— and a smarter way for you to sell.  
And we've got 10 Reasons to Offer  
Financing.

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# 10 Reasons to Offer Financing

## #10

### **Customers Want Financing (but Won't Ask for It)**

Just because prospects don't ask for financing options doesn't mean they're not interested. If it's not clear that you offer it, most won't ask. What they will do is turn into "be back" prospects that never come back. They'll go where financing is clearly offered, without telling you, leaving you to wonder what the problem is. Dealers and resellers that end up converting these prospects not only offer financing to make acquiring equipment and software more affordable, they also make it clear that financing is available by using in-store, online and other marketing.

# #9

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## Financing Puts the Focus on Payments

Cash is the lifeblood of a business and customers are understandably nervous to part with it. That anxiety translates into long closes and lost sales. But with financing on the table, customers think in terms of affordable monthly payments. Financing takes pressure off cash and existing credit, giving customers breathing room — and confidence they still have cash and existing credit free to handle emergencies and seize opportunities. The result? Salespeople close more deals, more quickly, because customers know they have an affordable way to acquire the equipment and software they need, without digging deep into cash or maxing out other credit lines.

# #8

## **Financing Helps Customers Seize Opportunity**

Usually, a budget is a good thing. But a budget can be a bad boss when it comes to okaying the equipment and software needed to innovate and capitalize on opportunity. After all, innovation and opportunity are what grow budgets — neglecting them only makes for tighter and tighter budgets down the road. But financing introduced early in the sales conversation frees customers to innovate and chase opportunity. It multiplies the buying power of limited budgets, helping customers acquire equipment and software when they need it.

# #7

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## Financing Builds Bigger Deals

When customers come to you for equipment and software, they often get tunnel vision. They're narrowly focused on one problem that's really part of a larger, more complex set of problems. When you mention this however, customers may dismiss it, simply because they can't afford to think about solving all of those problems at once. But with financing, they can. By bundling everything needed to solve their most pressing problems, customers get more value from their purchases — and you get more revenue from transactions.

# #6

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## **Financing Makes Add-ons Easy and Affordable**

Sometimes the only thing holding a customer back from purchasing additional equipment or software is concern about coming up with the funds for it or the thought of having to create a whole new finance contract — with a separate monthly payment. But with financing, customers can order extra equipment or software with just a phone call and a small addition to their monthly payment — making it much more likely that they'll actually get that equipment or software, instead of just thinking about it.

# #5

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## **Financing Simplifies Asset Management**

Many customers don't have a solid plan for what to do with their technology when it reaches the end of its useful life, which can lead to unnecessary expense and hassle. By positioning financing as a solution to this challenge, you can set your customers' minds at ease about what to do with end-of-life technology. Financing also gives them a clear and economical upgrade path when better technology comes along, making you a valuable part of the entire asset management process.

# #4

## **Financing Closes Deals With Custom Payments**

Seasonal business fluctuations and other financial challenges can make it tough for customers to pay a fixed amount each month for needed equipment and software. But with flexible financing in your toolkit, you're equipped to offer variable payment options and other creative solutions, giving your customers the confidence they need to make buying decisions. Flexible financing also gives you a big edge over competitors that can't or won't work with customers to create payment plans that fit the way their businesses work.

# #3

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## **Financing Helps Buyers Keep Saying “Yes”**

Get prospects to say “yes” once and they’re suddenly customers. Get customers to keep saying “yes” and they’re on their way to being your best customers. There’s no better way to take advantage of the momentum created by that first “yes” than financing. With affordable monthly payments in place, customers don’t get bogged down by concerns about coming up with the necessary cash. So deals are less likely to stall and buying momentum stays high, resulting in easier closes.

# #2

## **Financing Helps Dealers and Resellers Succeed Together**

Customers love dealers and resellers willing to do whatever it takes to build complete solutions, even if that requires skill sets, expertise and equipment no dealer or reseller can hope to manage individually. With the help of flexible financing, you can work with dealers and resellers that offer complementary products and services to create end-to-end solutions that wouldn't be possible working in isolation. This way, your customers get complete, expertly designed solutions, without the legwork and hassle. And cooperating dealers and resellers all benefit from pooling their strengths and product lines to deliver them.

# #1

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## Financing Promotions Close Deals

Nothing creates urgency for customers like a limited-time deal. One of the most cost-effective ways to give customers a deal is to offer 90 days without payments and other financing promotions. With promotions like these, customers get valuable time to ramp up output and ROI with no corresponding cost. By the time the first payment is due, customers have been boosting productivity and making more money for months. It's an attractive benefit to customers and a powerful closing tool for dealers and resellers.

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