



# 20

WAYS TO HELP YOU  
SELL MORE

A Quick Reference Guide From LEAF

# LEAF's Fast, Easy, Flexible Financing

is a better way for customers to buy — and a smarter way for you to sell. We've got 20 ways to help you sell more, bigger and faster with LEAF's equipment and software financing solutions.

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# #20

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MENTION FINANCING

## **Early and Often**

Financing changes the sales conversation. Customers who know early on that financing is available start thinking in terms of low monthly payments, instead of big cash outlays. Reminders throughout the sales process keep them focused on getting the equipment and software they need with payments they can afford. The result? Bigger thinking and bigger deals that are easier to close.

# #19

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## BUILD A FINANCING PLAN

# Along With the Solution

Customers hesitate to acquire the solutions they really need when they're not confident they can afford them. So make solutions clearly affordable from the start by building financing plans alongside them. Every step of the way, customers know they'll be able to comfortably pay, which gives them permission to get the solutions they need, not what they thought they could afford. As a result, your customers will be more satisfied with their solutions (and you) and you'll see an increase in the average ticket size.

# #18

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SELL YOUR CUSTOMER

## **A Smarter Way to Acquire Equipment**

Equipment can evolve quickly, adding new features and improvements that dramatically cut costs and boost productivity. Buying equipment like this outright can turn today's solution into tomorrow's boat anchor, creating a huge drag on competitiveness. When customers come to you for equipment, give them a smarter way to acquire it — financing. With flexible financing, customers get all of the benefits of the latest equipment available and it's easy to come to you for upgrades when better equipment comes along. It's a great relationship builder and it positions your business as a source of always up-to-date solutions.

# #17

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## HELP CUSTOMERS UNDERSTAND **Financing Leverage**

When customers tie up cash on equipment or software purchases, they unnecessarily limit their solutions and risk missing out on later opportunities. But with our financing, customers reduce pressure on cash while getting more of what they need to succeed, when they need it. And knowing they can leverage that strategic advantage now to get ahead of the competition creates urgency and an easier close for you.

# #16

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## OFFER MASTER FINANCING AND **One-call Add-ons**

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 a master financing agreement in place, 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.

# #15

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## KEEP THE **Ball Rolling**

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.

# #14

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## TAKE FULL ADVANTAGE OF **Your Account Champion**

LEAF Account Champions are much more than just financing representatives — they're experts in your industry and their mission is to help you succeed. Not only will your Account Champion handle all of the details of your financing transactions, he or she will be happy to work with you to build unique financing solutions, promote your business and close bigger, more profitable deals. And your Account Champion is always just a phone call away.

# #13

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## GIVE SALESPEOPLE TOOLS TO **Close Anywhere, Anytime**

The best place to close a deal is wherever your customer is and the best time to close it is whenever the customer's ready. With LEAF's award-winning technology platform, salespeople can close the deal on the sales floor, at a customer's site, or even at a trade show. Wherever salespeople go, the full power of our financing is available right from their smartphones, tablets and laptops, giving them a powerful closing tool that's available 24/7.

# #12

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## NUDGE CUSTOMERS WITH **Transactional Messaging**

Looking for a new marketing opportunity? It could be as close as your next customer invoice or account statement. Whenever and however you make contact with customers, give them something to think about with sales messages and targeted promotions, especially financing promotions such as no payments for 90 days. There's no additional cost and the benefits can be huge, especially when these transactional messages are just the nudge needed by customers who are on the fence about purchasing or upgrading.

# #11

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TEAM UP WITH OTHER DEALERS  
AND RESELLERS

## To Succeed Together

Customers love dealers and resellers willing to do whatever it takes to build a complete solution, 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. With this approach, 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.

# #10

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PROMOTE DEFERRED PAYMENT

## **Offers on Social Media**

Nothing excites customers like a limited-time deal. One of the most cost-effective ways to give them a deal is to offer a deferred payment promotion. And one of the best ways to do it these days is with Twitter, Facebook and other social media tools. In addition to driving business in the short term, these promotions can increase your social media following and help build lasting, profitable relationships with your customers.

# #9

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## TRAIN SALESPEOPLE TO **Sell Financing**

Customers need to understand how your products and services solve their problems — and one of their biggest problems is how they're going to afford those solutions. Train salespeople to sell not only the features and benefits of your products but also the features and benefits of your financing. By helping salespeople understand available financing options and teaching them to integrate financing into the sales discussion, you can put customers' minds at ease right away — and turn the discussion from *How can I afford this?* to *How can I afford to pass this up?*

# #8

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## SOLVE PROBLEMS

# Customers Don't Know You Can Solve

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.

# #7

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DON'T FEED

## The Elephant

Of all of the objections in the sales discussion, price is undoubtedly the biggest. And the longer you avoid addressing it, the bigger it gets. With flexible financing, you can acknowledge the elephant in the room immediately. Framing the discussion in terms of affordable monthly payments, as well as 100% financing and other cash-saving measures, keeps price in plain view the whole time, greatly diminishing — or eliminating — its impact on closing the deal.

# #6

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## JOIN THE **PIP Program**

LEAF's Partners in Profit program lets you retain ownership of equipment after customers reach the end of their rental agreements. With Partners in Profit, you can sell equipment at the end of the financing term and pocket the profit. Or you can continue providing the equipment to the same customer or another customer for as long as you like. We'll even bill and collect the payments for you! Our Partners in Profit program is a great way to generate more revenue without extra work or investment.

# #5

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LEAVE YOUR

## Marketing to LEAF

Ever wish you had your own marketing team? As a LEAF dealer, you already do. Flyers, landing pages, direct mail campaigns, press releases and more — LEAF's marketing team does it all. And this exclusive service is absolutely free of charge for our dealers. If you haven't taken advantage of this valuable service, don't wait any longer. Talk to your Account Champion today and put our marketing professionals to work for you.

# #4

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## FINANCE THE **Entire Solution**

Did you know LEAF can fund 100% of customer equipment solutions, including delivery, installation, maintenance and software? With LEAF, customers can finance everything they need to get productive and stay productive over the lifespan of their solutions. No cash out-of-pocket now, no surprise cash expenses later. Just an affordable monthly payment that covers everything — and closes the deal.

# #3

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## SOLVE PROBLEMS OVER THE **Entire Asset Lifecycle**

Customers know how to get equipment into their businesses, but they're often not sure how they'll get it back out again without a lot of 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 assets. Financing also gives them a clear and economical upgrade path when better solutions come along, making you a valuable part of the entire asset management process.

# #2

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REMIND CUSTOMERS

## **About Energy Savings**

Customers often overlook the potential energy savings of replacing aging equipment. And those savings can be considerable – in fact, the money saved on energy costs can sometimes pay for the upgrade even before the financing term ends. There are other savings, too, such as tax breaks for giving the environment a break with equipment that’s cleaner and more efficient. To really drive home the point, you could even create a simple flyer with an example comparing the cost of sticking with old equipment vs. upgrading. But however you do it, make customers aware of this important benefit.

# #1

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OFFER

## Private-Label Financing

When customers choose your business, they're choosing a unique package of qualities and capabilities referred to as your brand. One of the best ways to build your brand is to add value to your offerings with private-label financing powered by LEAF. Not only does private-label financing closely associate your brand with affordable and flexible equipment and software acquisition in the minds of customers, it builds a relationship that keeps them coming back. And with LEAF, offering private-label financing is easy, because we take care of all of the details behind the scenes.

[www.LEAFnow.com](http://www.LEAFnow.com)



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LEAF Commercial Capital, Inc. is a subsidiary of People's United Bank, N.A.