



## Closing More Sales with Leasing

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A Telecommunications Equipment Dealer, that uses AmeriTel Financial Services, Inc as their leasing source, recently altered the way they present leasing to their prospective customers. Here are the changes they made:

➤ **Quote Leasing On Every Proposal**

(Many times customers do not even know that a financing option is available for telecom equipment. This may ease the customer's tension of having to pay the total cash amount up front for the equipment.)

➤ **Build Your Close Around The Monthly Payment**

("Mr. Customer I believe that we can install this system with everything included for only \$389.00 a month")

➤ **Highlight The Minimal Cash Outlay**

("Mr. Customer wouldn't you agree that cash is critical to the operation and expansion of your business? Then it is safe to say that you would rather allocate your cash for improvements to your business rather than using it to purchase a phone system.")

These small alterations in their method of proposing leasing have yielded them a sizable increase in system sales. We at AmeriTel believe that leasing is the best financing option for business equipment. In these economic times leasing provides an opportunity for businesses to acquire equipment that they otherwise cannot afford. Offering leasing to your potential customers can only increase the odds of closing the sale. We encourage you to incorporate these methods into your current proposal techniques.

### **WATCH YOUR SALES GROW!**

Give your business a competitive edge and increase your sales and profits, no matter what type of equipment you sell, you can increase sales by offering customers the option of financing equipment with AmeriTel Financial Services, Inc.

- Control the sales Process. *When you offer leasing as a financial solution, you can ease a customers anxiety about financing the purchase and close the transaction immediately.*
- Differentiate yourself from the Competition. *Not every competitor offers leasing alternatives to potential customers, so seize the opportunity to stand out.*
- Increase your cash flow. *Receiving you payment quickly and directly from AmeriTel Financial Services, Inc. will decrease you credit risk and reduce your outstanding receivables.*
- Earn Repeat Business. *It's easy for your customers to add on to a lease or upgrade leased equipment as needs change- and attractive leasing options will encourage them to return to you again and again.*
- Overcome Price objections. *When comparing your monthly lease payments to a competitors total purchase price they will likely be able to justify the cost of purchasing equipment through you.*
- Increase the size of the sale. *Breaking the total cost of the equipment into monthly payments demonstrates to customers that they can afford state-of-the –art equipment.*
- Your customers *can keep their cash in their business, finance the equipment as they pay for it, keep their bank line of credit available, and possibly have big tax advantages through lease financing.*

We are dedicated to helping our dealers grow their sales by providing financing