

## Revolutionise your sales using a tailored “Sales Aid Finance” solution...

**How often have you sat in the Sales Meeting and heard “I would have got the order, but they couldn’t afford it”?**

Or, ““They will buy from us, but they are waiting for the new budget to kick in”

Does your Financial Controller or Finance Director bemoan the growing debtors list? If you collected all the money sat on your debtors list TODAY, what would that mean to your business? What would you do with the extra cash? How would that make you feel?

**These are all areas that can be addressed by using a tailored “Sales Aid Finance” Scheme.**

### How does this work?

Very simply, rather than you selling to your customer for an invoice cash price of say £10,000 (to which you may get the “Price Objection”), you offer them the goods, services and equipment for a more affordable equivalent monthly cost of say £320 per month.

When faced with a decision of £10,000 NOW or £320 per month for 3 years, most buyers will prefer the latter – its cash flow friendly!

You may also find that the decision making process on a lower monthly spend is lower down the organisation chain, so you can get a quicker sale!

What's more, you will get paid from the Finance Company arranging the agreement, and usually within 72 hours of delivery or installation – no more debtors lists to manage or painful Credit Control! The Finance Company collect payments from the customer, so there is nothing for you to do!

If you have a maintenance or service component to the sale, you can even include this in the finance agreement to keep one simple regular payment for your customer.

## Key benefits to you – the Supplier

- ✓ Close more new business. Higher closing rates and new business generation when correctly presenting weekly or monthly cost as opposed to “cash price”. Most sales people will have more success presenting £80 per week over 3 years, as opposed to a capital purchase of £10,000.
- ✓ Secure more repeat / upgrade business. At the end of the initial lease term, your sales team can then re-present equipment upgrades for little or no additional cost to the customer. This means that you will be selling additional units *and* upgrading existing equipment.
- ✓ Tie your customer in to longer maintenance terms to help keep the competition at bay. By offering an “all in one” package to the end user, with one fixed monthly cost covering the equipment, installation and planned maintenance, you may be more likely to secure your customer for longer. A standard current maintenance term of 1 year could be signed for up to 3 years.
- ✓ Reduce your internal administration costs. Chelco will collect all rentals for the equipment, installation and maintenance on your behalf under our Direct Debit Scheme. You simply then invoice the maintenance component of this as it is collected, freeing up your administration and credit control team.
- ✓ You get paid the same day we have Client confirmation that installation is complete and to their satisfaction. This gives massive cash flow benefits to you – and no more debtors list to manage.
- ✓ All equipment will be off balance sheet for you once the lease rental agreement is in place. This could provide instant gearing benefits.

- ✓ Finance paperwork could be "Own branded" to ensure that your client receives a seamless experience through the finance and proposal process.
- ✓ There will be no net cost to you of offering lease rental – Chelco are paid by the banks and financial institutions with which we place any arranged finance. In fact, we can even help incentivise your sales team by paying them commissions
- ✓ Protect your profit margins, particularly when selling against "cheaper" competitors that are not successfully selling lease rental. The presentation of cost as per week, per month or even per employee over a 3 year term, shows your client a perceived reduction in costs.
- ✓ Gain customer commitment (and instant sales) now by offering deferred payment plans to "A Grade" Credits. This means that your Sales Team can overcome the "need to wait for next year's budget" objection more easily. The customer can actually have their equipment installed now, you get paid now, but the customer will not start making payments for up to 6 months.

Through the "Business Growth Strategy" division of Fulton Business Finance, we can also help with the following as part of our service to you;

- Marketing support
- Website Optimisation
- Pay Per Click & Internet Advertising
- Exhibitions and Trade Show Representation
- Site Visits to key customers
- Dedicated Office Support Team
- Lease Calculators
- Proposal Template Design and integration
- Web page copy development
- Training your Sales Teams
- Management Reporting

To speak with a Sales Aid Finance Specialist, call NOW on **0800 032 2840** for a FREE appraisal of your needs.