

**HOW TO SELL LEASING**

1. **Always** quote monthly payments.
2. **Mention** the payment figure early in your sales presentation.
3. **Ask** about your prospect's monthly budget allowances early in the presentation.
4. **Quote** a payment, based on the term / structure that will best suit the customer's needs and budget.
5. **Reduce** the monthly payments to the lowest common denominator, i.e., Amount per Day ("Reduce to the Ridiculous" close).
6. **Use Leasing to increase the size of your sale.** For example, if the client can afford to pay more each month, you will have the opportunity to sell additional, or upgraded equipment. You can even build in the cost of a service contract "up-front".
7. **Use leasing to build repeat business.** (You can call the customer up later to upgrade, or use the "low monthly payments" to sell the customer additional equipment they might need.)
8. **Use leasing to close the sale.** Remember, it is far easier to "sell" low monthly payments than it is to get a commitment for a big-ticket piece of equipment with a big-ticket price tag! (Just look at all the vehicle advertisements in the media... payments sell!)
9. **Rely on Alliance.** Remember, Alliance Financing Group's professionals are there to help you with all aspects of the leasing process.

**- GOOD SELLING-**

## Leasing As a Closing Tool - Top FIVE Introductory Lines

One of the most effective ways to sell equipment to commercial customers is to offer them a leasing plan (for proof, look no further than Xerox, Dell Computers and General Motors!).

Here are five very simple, *yet very effective* opening lines you can use to introduce the leasing plan to a prospective buyer.... And turn that prospect into a customer today:

1. We can lease the equipment to you for \$\_\_\_\_\_ per month. The process is really simple. To get started, we'll just need to get a one-page lease credit application filled out.
2. Why not consider Leasing? With our lease plan, you can get this equipment working for you NOW, and pay for it over time with a low monthly payment?
3. Did you know that we have a leasing program that lets you pay over a term that's anywhere from 24 months to 5 years? Let me work out some payments for you.
4. Do you currently lease any of your business equipment or machinery? We have an excellent lease plan. I'll be happy to work out some payments for you.
5. Many of our customers take advantage of our fixed rate leasing plans. Let me work out some payment structures for you.

For more information, or for personal help in turning a prospect into a customer using the lease plan, contact your Alliance account manager.

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