

# BENEFITS OF FINANCING

Boost your sales and customer retention with financing options! Effectively leverage financing and drive success for both your business and your customers.

## WHY YOU BENEFIT



### HIGHER PROFITS

Flexible cost per use, bundled service, consumable packages, and rebate programs help your customers acquire your solutions in a way that works for them and is profitable for you.



### IMPROVE CASH FLOW

Reduce days sales outstanding (DSO) by getting funding for assets upfront. No waiting for banks to fund or customers to make monthly payments.



### CAPTIVE FINANCE OPTIONS

Total customization and branding to meet your needs. Maintain brand recognition without the cost of developing in-house financial services.



### ENHANCE CUSTOMER LOYALTY

Financing builds stickiness with your customers, creating increased loyalty, trust, and repeat business.

## WHY YOUR SALES TEAM BENEFITS



### BEAT COST OBJECTIONS

Monthly payments justify the investment without need for immediate funds. Quoting a monthly finance payment eases cost objections and helps earn new customers.



### FASTER SALES CYCLE

Financing cuts down on decision making time, potentially reducing the length of the sales cycle.



### DIFFERENTIATE

Offering financing sets you apart from competitors who don't provide this option, giving you a significant market advantage.



### SETUP THE UPGRADE

Upgrades are easier to sell. Monthly payments fit better into the customer's operating budget than a lump sum for new assets.