

BENEFITS OF FINANCING

Maximize your sales potential by leveraging financing as a powerful selling tool, ensuring your customers can acquire essential assets without straining their budget.

WHY YOU BENEFIT



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 your customer's operating budget than a lump sum for new assets.

WHY YOUR CUSTOMERS BENEFIT



AVOIDS OBSOLESCENCE

Customers can immediately utilize the latest and greatest, enhancing productivity by upgrading outdated assets.



PROTECT CASH FLOW

Financing provides the productivity of essential business assets while addressing cash flow needs. Soft costs such as freight, installation, setup, training, and service contracts can be conveniently included in the monthly payment.



GUARDS AGAINST INFLATION

Fixed payments enable customers to pay for business assets at today's prices with tomorrow's dollars.



PROVIDES MANAGEABLE BUDGETS

Fixed monthly payments allow for precise budget forecasting. GreatAmerica can customize a plan to fit specific budget needs.



PRESERVES AND MAXIMIZES CAPITAL

No down payment is needed, allowing customers to preserve capital and keep credit lines open for essential needs like personnel, inventory, or advertising.