

ADVANTAGES AND BENEFITS TO THE SALESPERSON

Leasing can help secure a sale

Leasing can overcome one of the biggest hurdles to a sale - the price barrier. Approaching a prospective customer on the basis of an affordable regular payment, rather than mentioning an unaffordable cash price, may be more effective

By offering leasing, a salesperson can conclude a sale more quickly.

A prospective customer does not have to wait until he has accumulated the required capital sum for an outright purchase. The salesperson benefits through commission today rather than a 'maybe' sale tomorrow.

A sale can be made financially competitive without the supplier having to reduce the price.

In the same way that equipment is offered to specification, so rental terms can be tailor-made by a leasing company. A payment period can be matched to a prospective customer's budget and cash flow projections. This way the salesperson will maintain higher margins and see an increase in financial rewards.

Leasing provided an opportunity to trade up or secure replacement sales.

By easing cash flow limitations, a supplier can sell a more expensive model or specification. Increased sales and more financial reward for the salesperson.

Leasing is comprehensive.

Whether a lease covers one item or a whole installation, there is usually only one rental payment to be made at regular intervals. This will enhance the image of the salesperson's company in the eyes of the customer.