

ADVANTAGES OF LEASING

For Equipment Suppliers

PRICE PERCEPTION – LEAD WITH A RENTAL AMOUNT

When making a purchasing decision the perception of price is important. By quoting larger cash values are you creating doubt in your customers' minds as to whether they need to buy? A £10,000 system could cost from as little as £50 per week on a rental. By quoting the rental price, your customer's focus will be on the system and its value to their business, rather than just the price! Rental will clearly demonstrate the income or savings that your equipment will deliver to the customer to prove the economic case.

MAKE YOUR EQUIPMENT EASIER TO BUY

Are your customers basing their buying decisions armed with all the facts, such as quality of installation, back-up service, a system that will improve their productivity and a quality supplier? Or, are they simply basing their decision on price, making price one of the most important factors? By quoting the much smaller rental amount, you will be making your proposals more attractive and the decision easier, ensuring your customers always get the best value.

INCLUDE MAINTENANCE SERVICES

Why not include the provision for regular maintenance as an add-on to each lease rental payment? This offers the convenience of one payment from your customer, usually paid by direct debit and you will receive the maintenance element from the leasing company shortly after they receive it. The Terms & Conditions of your Maintenance Agreement will apply over the Term of the lease, including the ability to increase your charges on an annual basis to protect your operating margins.

UPGRADE MORE EASILY WITH RENTAL

Do your customers hold on to their equipment past its useful life? This may be because they do not believe they are in a position to invest in new technology. Yet with rental, you will often be able to upgrade part or all of their existing system, with little or no increase to the customers' monthly or quarterly payments. This means your customers can always benefit from the most up-to-date technology whilst keeping within their existing budgets.

REMOVE THE BURDEN OF PAYMENT

Leasing deals are paid direct from the leasing company within 24 to 48 hours after installation, not in 60 to 90 days time, as is typically the alternative! Leasing removes any need to chase your customers for payment and the improvement in your cash flow can only help you to concentrate on delivering a first class service to your customer.

MANAGE YOUR CUSTOMER BASE MORE EFFECTIVELY

If you take advantage of the many benefits of leasing, the management of your customer base will greatly improve. We will provide you with regular reports to encourage the sale of new equipment to existing lease customers and can warn you of any potential competition for your lease customers' business in good time to allow you to respond.

SUMMARY

Once you have bought into selling your equipment with Rental:

- You will make your equipment easier to buy therefore you will sell more,
- Your quotes will stand out against your competitors and win you more deals,
- You can secure profitable maintenance income over the life of the equipment,
- You will significantly reduce “debtor days”, AND
- You can plan effectively to keep winning repeat business!

Why wouldn't you sell your equipment with Rental?

Find out more at www.leaseuk.com