

# Benefits of Offering Leasing



# The ability to offer leasing is a valuable sales and retention tool.

Leasing enables you to sell more equipment, more often, to more customers, all while improving your cash flow.

## **Sell More Equipment**

- Offer low monthly payments and make equipment acquisition easy for your customers.
- Enable your customers to order additional equipment that they may not have purchased due to cash constraints.
- Increase transaction size and profit margins by selling monthly payment.

## **Sell More Often**

- Make it easier for your customers to acquire new equipment, upgrade current equipment, or add on to existing equipment as their needs change.
- Develop follow-up selling opportunities and build a long-term footprint for repeat business.



## **How Leasing Benefits Your Customers**

- Obtain the Latest Technology Today
- Protect Against Technology Advances
- Predictable, Low Monthly Payments
- Lower Upfront Costs
- Flexible Pay Structures
- Ability to Bundle Costs for Installation, Service and Taxes



### Sell to More Customers

- Close sales faster by offering leasing options, and spend more time in front of potential prospects.
- Control the sale by offering “one-stop shopping” – equipment, technology, servicing and financing all in one package.
- Increase customer loyalty by being a single, convenient source for quality products and flexible, affordable financing.

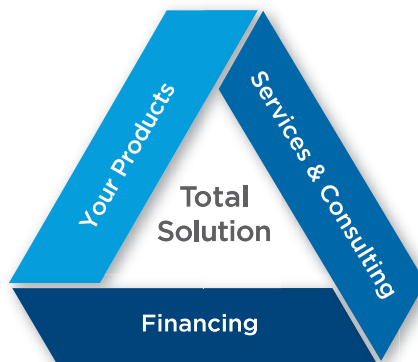
### Improve Your Cash Flow

- Reduce your “days sales outstanding” from net-30 sales and eliminate fees paid to credit card companies.
- Get paid fast with rapid funding on documented and installed systems.

When you offer financing to your customers, you enhance your value proposition. Leverage the power of financing today!

### Do you really sell a total solution?

If you’re not offering financing when trying to close new sales, you’re missing a critical opportunity. Providing customers with a way to finance their acquisition can make the difference between winning and losing a sale... as well as getting to “Yes” faster.



It makes sense to always offer your customers financing options. You remove the last hurdle they can have: How to pay for it.

**Contact us today to learn how CIT can help your business grow!**

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