



# YOUR COMPETITIVE EDGE JUST GOT EVEN SHARPER

## TAKE YOUR SALES TO A WHOLE NEW LEVEL WITH THE POWER OF ON-DEMAND FINANCING

Today's economic uncertainty is disrupting the way businesses purchase critical technology. IGEL Capital is meeting this new reality head-on with an equally disruptive on-demand financing model. Now you can drive your sales to the next level with the freedom to offer your clients the technology they need with the payment terms that fit their budget. It's time to start crushing your quota.

### WHEN IGEL CAPITAL IS A PART OF YOUR TRANSACTIONS YOU WILL:

#### Close More Deals

Provide your customers with flexible financing, and turn budget objections into closing opportunities. According to a recent IBM Market Insight survey, resellers have reported a 33% higher deal win rate when offering financing / leasing.

#### Close Larger Deals

Don't rush to discounting when facing a price objection. According to industry standards, flexible financing will add an additional eight points of margin to your deal and put more money in your pocket.

#### Generate Additional Margin

Bundling hardware, software, support, and services into one monthly payment makes for larger transactions. According to a Microsoft reseller survey, SMB transactions were 28% larger and Enterprise transactions 40% larger when deals were closed via financing.

#### Improve Client Satisfaction

Delight your clients by providing the right technology with the right payment options. In a survey conducted by IDC, 70% of participants reported that the availability of financing dramatically impacted their purchasing decision.

#### Shorten Sales Cycle

Over 90% of technology decisions include finance, providing payment options are an important part of closing deals quickly. In a survey conducted by Dell, resellers said that when financing was part of the transaction, deals closed an average of 40 days faster.

