



SALES TRAINING PART 1

INTRODUCTION

HAVE A CUSTOMER INTERESTED IN A FINANCING OPTION?

Click here to submit
a financing program
request form

Or reach out to your IGEL Capital
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BENEFITS OF FINANCING

WHAT'S IN IT FOR YOU?

 CLOSE MORE DEALS

 CLOSE LARGER DEALS

 GENERATE ADDITIONAL MARGIN

 ACCELERATE BUYING DECISIONS

 IMPROVE CLIENT SATISFACTION

 GAIN PORTFOLIO PROTECTION

 SCHEDULED REPLACEMENT CYCLES

 MID TERM UPGRADES



BENEFITS OF FINANCING

WHAT'S IN IT FOR YOUR CLIENTS

Communicate the benefits. Make sure your customers know and are thinking about all the benefits of flexible payment options that can help them achieve their goals and accelerate our sales results. Consider the following benefits and be sure to highlight those that are most appropriate for your customer.



- **Manage Cash Flow**
Ensure you're matching the timing of their payments with the benefits the technology is providing to their organization.
- **Bundle Their Total Solution**
Hardware, software, support, and services can be combined into one convenient monthly payment.
- **Conserve Capital**
Use their cash for other strategic, better returning investments.
- **Increase Purchasing Power**
Through an extended payment option, they get the solution they need despite budget limitations.
- **Access To The Latest Technology**
Refresh to new technology that matches the ongoing needs of your clients.
- **Improved Financial Metrics**
Potential tax and accounting benefits.
- **Track And Manage Assets**
IFS's proprietary asset management system, AMOS, allows your customers to track their assets, leases and maintenance contracts.
- **Customized To Their Needs**
IFS provides a variety of traditional and customized financing solutions to meet your customer's needs.

OUR BUSINESS MODEL IS THE DIFFERENCE



THE HARD WAY

“YOUR COST WILL BE
\$1,000,000 DUE NET 30”

THE EASY WAY

“YOU CAN GET THIS RIGHT
AWAY FOR \$15,590 / MONTH”

CASH VS. MONTHLY PAYMENT



!!!!!!!!!!!!!!!!!!!!!!
**OFFER A LOW,
PREDICTABLE
MONTHLY
PAYMENT**

**VS. A LARGE CASH
OUTLAY UPFRONT**

**Protect Against Budget Spikes And
Growing Maintenance Costs With A
Disciplined Technology Refresh Program.**

PAYMENT OPTIONS

Annual

Monthly

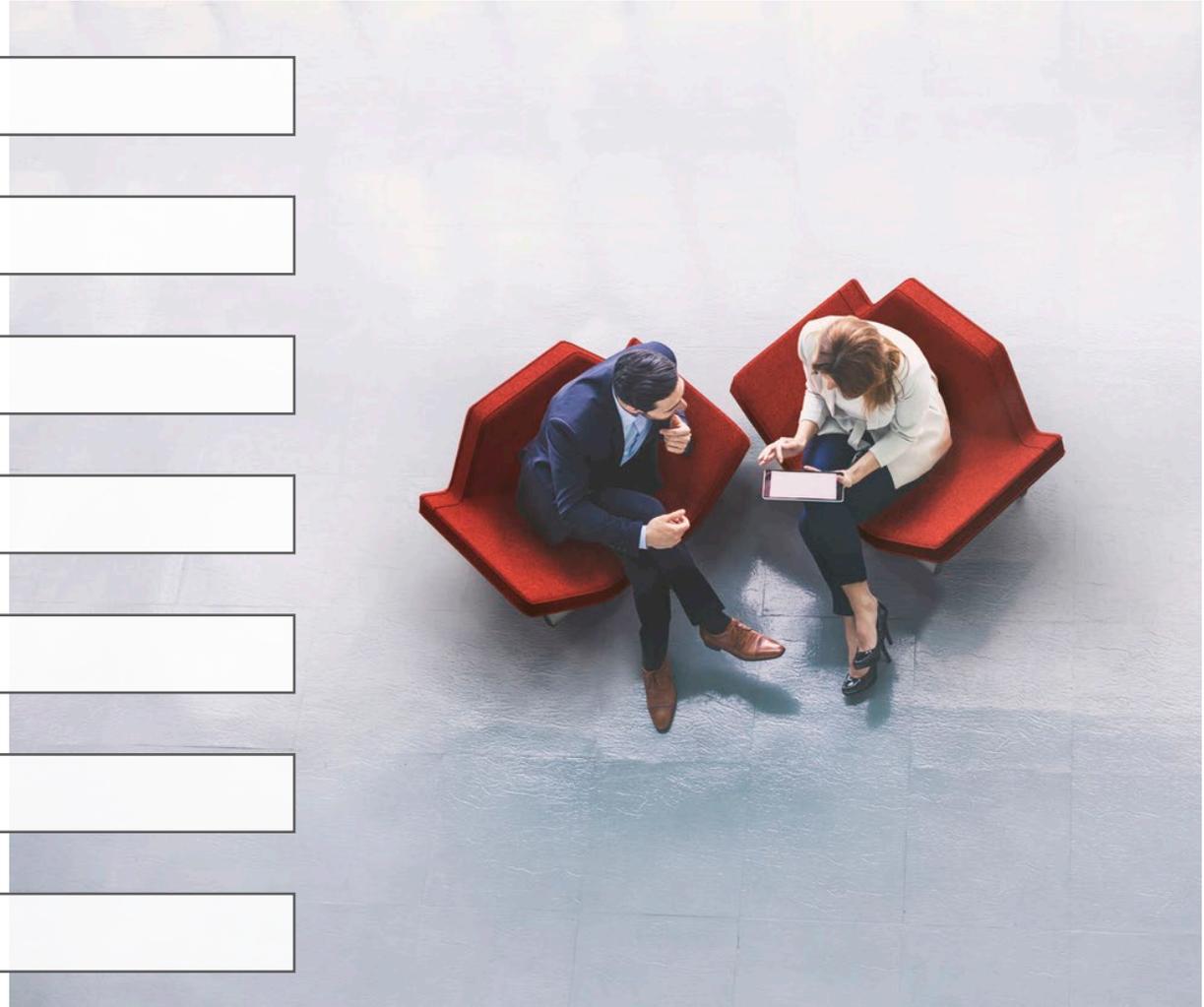
Deferred

Step Down / Step Up

Skip

Seasonal

Bridge to Budget



YOUR ROLE



OFFER FINANCING

ENGAGE IFS EARLY

GROW YOUR KNOWLEDGE OF FINANCING

33% increase in deal “Win Rate” when financing/leasing offered (IBM Marketing Insights).

78.8% say that the availability of financing impacts their decision of whom to buy from

(Leasing & Financing Survey, Technology Migrations and Economy, IDC).

CONTROL THE CONVERSATION



MAY I INVITE my finance expert to join us during our next call or meeting?

I am confident that he/she will help us structure a financing solution that works perfectly for you.

NOT a budgeted purchase? If you do not have capital funds budgeted for this, do you have room in your operating budget? We can provide an operating finance option with low monthly payments.

HOW would you describe your budgeting process?

WE CAN include all the costs associated with this project – hardware, software support, training and maintenance.

WHAT types of projects has your company financed before?

ASK KEY QUESTIONS

- How are you funding this solution?
- What is your timeline to implement this solution?
- What do you want me to make sure I cover for you?
- How much will budget factor into your decision?
- What is your biggest priority right now?
- Who else is part of this decision-making process?



RELATIONSHIP SUPPORT

- Multiple levels of support
- Quoting
- Program review meetings
- Ongoing training
- Customer support
- In-person or virtual meeting
- Marketing materials
- RFP collaboration

