

How can Atticus help you complete the sale?

Sometimes people really are “just looking,” or shopping for competitive quotes, and there’s not much you can do about them. But you might be surprised by how often you can make the sale to people, no matter what their objections are – *if* you have the right, benefit laden approach. That’s where Atticus comes in...

The Challenge

You need to find a way to overcome these four barriers to the sale:

1. **“I can’t afford that!”** The customer doesn’t think they can afford to buy your product outright. You *could* offer them installment payments – but then you have to deal with collections, and that can get messy. Wouldn’t it be nice if there was a way to not only make the sale, but also upgrade them to something even better.
2. **“It’s not in this year’s budget.”** Does that mean the money-making, profit-increasing benefits of what you are selling isn’t in their budget? Hmm. What if there was a way to make the sale without taking a big bite out of their budget?
3. **“I’ll come back when I have the cash.”** Translation: They won’t be back, even though waiting means they are missing out on better performance and greater efficiencies by not getting that new equipment. How can you make the deal despite their lack of ready cash?
4. **“I need to talk to my bank.”** The kiss of death. Their bank may or may not make the loan, or extend their line of credit, but it’s going to take time and chances are you’ll never see that customer again. You need a way to get around the “I’ll talk to my bank” delay.

The Solution

In every case, offering affordable leasing through Atticus is the answer:

1. **“You *can* afford it.”** Leasing is an affordable solution to the capital cost problem. The monthly payments are easy to make, and you get paid the entire purchase amount up front - eliminating the concern of installment payments.
2. **“It can be made to fit their budget.”** Leases arranged by Atticus can be flexibly structured to make almost any purchase affordable. In many cases, payments can come out of your customers operating budget instead of their capital budget. Let the savings and revenues generated by the new equipment cover the payments - creating instant return on investment!
3. **“No need to wait for cash.”** A flexible lease, easy to apply for and quickly approve, is as good as cash. Your customers get to benefit from your equipment right now, and you get the sale.
4. **“Avoid the delays and hassles of talking to the bank.”** Not only does a lease leave bank balances and lines of credit untouched, it can also offer full tax deductibility of payments. Atticus makes it easy, fast and affordable.

The Next Step

Talk with us about how you can integrate leasing into your sales process. Leasing is a great way to increase your sales conversion rate and shorten your selling cycle.

Call Atticus Today! 1 (800) 331-7388





Here are the top 10 reasons your customers are better off leasing equipment

1. They hold on to their cash – to keep it working in *their* business.
2. They preserve their bank line for critical needs.
3. Your customers pay *as they profit!* They can let the equipment pay for itself and earn instant return on investment.
4. Planned equipment upgrades: The lease expiry date is a built in refresh point. They will never be stuck with obsolete equipment again.
5. Flexible payment options: Payments can be structured to work within their current cash flow and the seasonal ups and downs of their industry, if required.
6. Leasing is *versatile*: Businesses can lease almost any kind of equipment they need. In many cases they can even include installation and other soft costs within the lease!
7. 100% financing: In most cases lease financing can cover the full cost of the equipment without any down payments required.
8. Use the equipment as the security: With leasing, just the equipment is used as the collateral and not everything else that the business owns such as with bank loans.
9. Tax advantages: Most lease payments are fully tax deductible. That allows a business to write the equipment off faster, saving them on their tax bill.
10. Leasing is simple and easy: Getting a lease is much faster and easier than applying for a bank loan!

Call Atticus today!

Find out how you can start offering attractive leasing plans to your customers.

1 (800) 331-7388