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Volume 10-08-01

Q'S News- Customer Edition Not Business As Usual

Dear Debra,
Happy Halloween

It is the time of year for elections and scary economic volatility.

This edition is not about doom and gloom however- quite the opposite. We look forward to greater stability once the US election is over.

At Questor, we see opportunity and enterprising solutions with the market challenges.

Running Your Business

Spooky Status Quo

The old adage is keep your chin up so you can see when you round the corner.

While this is true, we also know that opportunities are made, and running a business is fundamentally about being nimble, quick to respond, and being the best at what you do.

Shaking ourselves from *status quo* can be beneficial.

Linda Richardson is a sales coach in the US and she reminds us that this market is an ideal time to differentiate your product or service and try being more creative with your approach.

Following your normal process will lead to your normal results. Times are not all that normal. To bump up results, bump up what you are doing - more calls, more creativity, more ideas, greater responsiveness, more contact. It's pretty clear that it takes more time and energy to get deals done. Do something your competitors aren't doing. Help your customer feel safe and take the step to buy from you.

[Read Linda's full article.](#)

Invest In Your Business

Do You Have the (F)right Stuff?



Now is the time to invest resources in your business. Timing has never been better to negotiate very good deals.

Your investment will pay back many times over because creativity and ingenuity is critical to competitiveness in this

market.

Investment for your business may mean a software bundle to help accounting and track orders better.

Perhaps the requirement is a piece of machinery that will make you money with the business it generates.

It may mean upgrading your computer system with VPN so staff can be more productive out of the office.

Look for efficiencies and effectiveness.

Cut expenses that do not directly impact the bottom line, and channel those resources into equipment upgrades to make your business soar among your competitors.

Proper Use of Credit Facilities.

Bank Lines of Credit go Bump in the Night

In this credit crunched environment, banks are becoming very rigid about Commercial Line of Credit (LOC) covenants.

LOC's have restrictions regarding the facility being used for capital assets.

Even if you are meeting all payments as agreed, the banks may revoke your LOC with minimal warning.

We hear the difficulties regularly at Questor.

Last week a client had his banker request a meeting at the business site, to which he agreed, only to find the banker showed up with a digital camera to record picture evidence of the machinery he had purchased on LOC. The bank called his line and gave him 15 business days to make alternate arrangements.

His credit was in good standing at the bank and he had never missed a payment, but he was in breach of his LOC covenant.

In short, it is critical to keep all credit lines open in this market, and to use secured financing for assets and leave your bank LOC for its intended purpose.



Leasing as a Solution

Tricks and Treats



Whether you are holding your cash, investing in your business and/or looking to hedge against rising commercial lending rates, equipment leasing can be a key part of that strategy.

Companies that have cash are leasing because they know they should put their cash reserves to better use in different areas of the business.

In fact Questor funds leases for Chartered banks. They themselves use leasing because an equipment lease is an appropriate facility to finance a depreciating asset.

As your lease finance partner, we have the expertise to craft solutions and diversify your credit requirements to build a solid foundation as your business grows.

Sage Investment Advice

Staying Liquid

This piece was circulated via Internet, and while we cannot verify accuracy, we felt it was food for thought.



If you had purchased \$1000.00 of Nortel stock one year ago, it would now be worth \$49.00.

With Enron, you would have had \$16.50 left of the original \$1000.00.

With WorldCom, you would have had less than \$5.00 left.

If you had purchased \$1000 of Delta Air Lines stock you would have \$49.00 left.

But, if you had purchased \$1,000.00 worth of beer/wine one year ago, drank all the beer/wine, then turned in the cans/bottles for the aluminum recycling REFUND, you would have had \$214.00.



Happy Halloween everyone. Thank you for your interest in this edition of Q's News. As always, we welcome your feedback.

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