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Dear Debra,



**Equipment sales professionals are all selling more and more in a virtual environment.**

**Communication tools make it easier to meet high quotas with less downtime, but quite simply customers demand it; they want to consider their options on their time, in their space and at their convenience.**

**But how can you excel in the virtual sales environment? How do you make your proposal look like a solution, not just a sale...**

**02 -2011 -Vendor**

And the Winners Are  
Dollars per Month  
Complete Solution  
Cash Conservation  
Sell Today

**Quick Links**



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**And The Winners Are ....**

The winners of this virtual sales game are those who present compelling, clear sales proposals that offer a full solution, not just a product. *Anyone can see products online, that is not the same as engaging someone in a sales cycle.*

A full solution means you must address your clients' needs.

Do not just answer what to buy, but also how to pay for it.

By establishing a monthly value to your solution, you are helping your client see the value of your proposal in terms they can relate to, terms that address their needs, and do not just leave them with sticker shock.



**Quote leasing in every proposal so your clients can see that your solution does not fall flat against your competitor, who undoubtedly did...**

## Dollars per Month



Always quote a monthly rate. Your customer wants to know what your product is **worth** to their business , not what it **costs**: a monthly price gives your customers a number they can easily relate to, even if that customer chooses not to lease.

## Complete Solution



Often the approval **process for a lease is simpler than that for a cash purchase**. All decision makers must ask themselves or their team, where is the money coming from? Provide the answer yourself and secure your sale.

## Cash Conservation



Offer leasing. Cash is King, but considering how many other needs customers have for their cash, **do you really want to wait in line until your proposal comes to the top of the priority list?**

## Sell Today



Leasing may be the only way your customer can acquire product today. If leasing options are not quoted, other demands such as payroll or inventory might tie up cash keeping you from closing your sale. **3 month skip payment leases often help** your customers close a sale without waiting for their budget.

**In short, spend time on leasing because it can make you money.**

**Leasing will help your proposal be positively received as a solution, not a sale.**

Questor's Q Link makes success easy with 30 second quotes. Ask me for details.

We hope you enjoyed this edition **Q's News**. If you haven't had a chance, please take a moment to complete our [Vendor Survey](#)--your opinions are very valuable to us.

Kind regards,

**Ezio Traunero**  
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