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## Q'S News- Vendor Edition Getting Down to Business

### Greetings!

June is a great time to get down to business and consider re-evaluating your sales goals and your tools to get there.

*"There is no such thing as 'soft sell' and 'hard sell'. There is only 'smart sell' and 'stupid sell'."*  
**Charles Brower**

## Where does 8000 Quotes get us?

### On Your Web Page

In 1 year, our web based system logged **over 8000** quotes which tells us we have one powerful sales tool in **Q-Quote** .

Now we have launched the functionality to **drive the quotes directly from your own web site.**

***This keeps your clients engaged in your world, with instant 24/7 leasing quotes branded in your image.***

**Q-Quote** drives instant credit application portals, and makes your presence more professional and memorable as the big guys with their own finance division.

It is a powerful, professional sales tool in your hands to complete your own website.

Simply drop me a note and we'll have you linked in no time.



## Increase Your Margins

Lease

### Without Raising Prices



What is the fastest easiest way to increase your profit margin?

Leasing the majority of your sales can shorten your receivables outstanding. By reducing the 30-60-90 day terms to 3 or 4, you immediately increase profitability without raising prices.

Your sales people will enjoy a shorter closing cycle, and increase the average sale as companies that lease tend to buy more.

***Tight lease receivables beats having to find new customers to make the same profit.***

## Motivating Rewards

Do you  
have  
yours?

### Plasticization of the Nation

The on-going debate in marketing is whether a gift card or merchandise reward is the most powerful motivator, i.e. *which one is most meaningful to the recipient?*

The advantage of a gift card is that the card earner can get **exactly what they want when they want it.**

The card can be personalized to reinforce your marketing brand, yet puts the decision power into the hands of the recipient.

Opponents see it as "plasticization of the nation" and argue a gift card is impersonal and lacks the "wow" factor of a carefully planned gift.

The feeling is the creativity of promotional items says something about you and your attention to detail.

What is right for your business will hinge upon who is your recipient ( i.e. staff or customers) and what are your motivational goals.

***For Questor, the debate has been settled: Vendor feedback on our Amex Rewards program tells us that reloadable gift cards is our most popular promotion ever! For more details [click here.](#)***



## Tech Tips

### Handy Sites and Solutions



Try this [page](#) for some favourite quick links.

Also, if posting your email address on the web drives exorbitant spam, consider posting your address as *info (at) yourcompany.com*.

The automatic spam generators cannot get past that and your customers can!

## Breathing Room

### Air Quality Assurance

We spend an average of 90% of our time inside; and the air indoors contains many substances that may be hazardous to our health.

These pollutants range from minor irritants such as dust and animal dander, to major concerns like molds and chemical vapors that may come from building materials and furnishings.

***Consider an Air Quality Monitor to establish on-going peace of mind, and a little breathing room in your home or workplace.***

Canary Air Quality Monitors are available from [Airtech Innovations](#).

## Questor in the Community

Way to go girls!



***Proud Sponsors of the Erin Mills Girls Soccer League G93C Team***

Thank you for your interest in this edition of Q's News. We welcome your feedback. Please contact the Q's News Team if you have comments, suggestions or topics you may want us to explore to help your business. Enjoy the first month of summer.

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