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Volume 03-09-01 **Q'S News Bulletin- Why Would You Not?**

**Dear Debra,**

Equipment sales are tougher than ever out there, so we must ask the question **why would you not quote leasing on every single equipment quote?**

We hear three key objections:

- 1) My clients pay cash.
- 2) They have their own leasing company, or
- 3) I do not want to upset the sale by offering financing.



**Do you read yourself in these comments?** Consider this:

- 1) No one uses their cash in this market, preserving capital is a critical business rule during this recession.
- 2) Quote your leasing rates, at worst we can make you look good saving your client money, and
- 3) You put your clients in an awkward position if *they have to ask* if you offer leasing--the competitor quotes it automatically.

### **True Story**

*Last week a rep from a large computer reseller had a \$22 000 sale and the customer advised they would use their own leasing partner.*

*The sale was a good one and he did not quote his Questor Program rates, even though he would miss out on his Vendor Reward Points. He never considered the well being of the client ( after all, it was their choice...), he just wanted to close the sale.*

*It was not until the CFO advised that the customer's leasing partner was not approved to do business, and the rep gave a Questor quote did they realize our pricing was over \$60 per month lower! \$2200 over the course of the lease!*

*Needless to say the client was thrilled, and **every rep now quotes leasing on every single equipment quote as standard business practice.***

### **Quote Leasing on Every Equipment Quote**

Your clients expect it, your accounting department wants it, and your Reward Card is hungry for it. Why would you not quote leasing on every single equipment quote?

Ask us how we have made it easy for you to do nothing with the **Q Link**, or our **Q Quote** service.

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