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Volume 10-08-01

Q'S News Sales Tricks and Treats

Dear Debra,

Happy Halloween



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

This edition does not forecast 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.

The Trick

Leasing Wins Business

What is really frightening about October? Perhaps it is the thought that there are two months left to the calendar year to drive equipment sales --this can be can be scarier than looking at your investment statements for some.



As the economic forecasts slow, **vendors will be faced with increased competition for a limited pool of buyers, and the requirements for full service solutions plus competitive pricing will be critical.**

This is the time when a **Vendor Leasing Program will earn you business.**

First, A Questor Q Link program is so simple and slick it demystifies the finance process making it easy for your clients to get what they need when they need it.

Second, a professional Leasing arm to your company inspires confidence in your customers who know that finance programs are not easy to earn and hold onto these days with the credit crisis.

Third: a Leasing Program with **QLink** removes the road blocks between you and your sales -don't put your clients in a position of asking if you have finance solutions. Smart businesses with cash know that equipment acquisition is not the best use of their capital right now.

Not convinced? Look to large companies like [CDW Canada](#) to see where their corporate focus is- on leasing

The Treat

Vendor Program Rates



We are also one of the few financial groups in Canada with excellent funding sources in pocket. Don't mistake it, every lender operating in Canada right now struggles with a higher cost of funds.

Questor has the size and clout to be partnered with solid groups in the industry and we've tested that to be iron-clad.

This enables us to offer Questor **Vendor Program Rates** to select vendors who meet the volume requirements.

Vendor Program Rates are critical to winning future business as you have a financial tool that your competitors may not have access too.

The most critical commodity in this credit crunched market is access to financing at excellent rates.

If you are lucky enough to be on Vendor Program Rates talk to your Questor rep about what you need to do to market their full power, win more business, and help ensure your company's future within that program.

It is critical that vendors continue to meet your volume requirements to maintain their status.

For those who are not yet on program rates, talk to us to see if you qualify- it will become your lifeline in the coming sales quarters.

Enjoy the treat.

Reward Card Treats

Buy Candy..and a Whole Lot More!

Still looking for a handheld treat - perhaps wallet sized?

Another treat is our successful **Vendor Rewards Program** using American Express Branded Rewards Cards.

This program automatically loads Questor Points on your personal card with every closed lease transaction. [Check it out!](#)

Tech Treats

Q Link- Your Personalized Quoting Tool

We have one last treat, simply click below--no scary ghouls will pop up!

Instead see a sample **Q Link** button designed to be customized with your business logo and attached to your email signature.

[When was the last time a leasing company offered so much to help you sell?](#)



Vendor's Voice

Your Say...

This month's note came in response to our Q Link web site and email signature buttons:

My colleague sent me some information on your company and how you have started to put leasing request on Vendor websites. Can you provide me with a little more information about this?

We currently deal with a leasing company but find it a little time consuming waiting for quotes. This might be a perfect solution for us since some of the products we sell are very expensive and more people are looking into leasing now.

A quick turnaround with quotes is something we strive to do and it puts us behind when we have to wait for the leasing cost.

Please let me know if you can help me out.

Thank you, **Krystal Aaron from [Superworx](#).**

Now Superworx is fully set up and combines Vendor Program Rates with Q Link to give them a competitive edge in the marketplace.



Happy Halloween. Together, with our Tricks and Treats we can make the final months of 2008 a time for savvy business opportunity instead of a period of dismal sales.

Thank you for your interest in this edition of Q's News. We always welcome your feedback.

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