

13 MOST COMMON SALES PROBLEMS & SOLUTIONS
FOR EQUIPMENT AND SOFTWARE SALES REPRESENTATIVES

.....Is your leasing company teaching you these solutions?

PROBLEMS TO SOLVE:

SOLUTIONS: (KNOWLEDGE IS POWER):

THE PROSPECT STATES "THE EQUIPMENT AND OR LEASE COSTS TOO MUCH"	COURSE TITLED "WHAT IF LEASING COST NO MORE OR EVEN LESS THAN PAYING CASH?"
CUSTOMER HAS A NEW BUSINESS OR JUST PURCHASED	NEW BUSINESS HANDLING COURSE
CUSTOMER HAS BLEMISHED PERSONAL OR CORP. CREDIT	BLEMISHED CREDIT SOLUTIONS COURSE
CUSTOMER HAS A LOW QUOTE FROM YOUR COMPETITION	MATCH AND BEAT "ANY" RATE SOLUTIONS COURSE
YOUR PROSPECTS SAYING "NO" TO YOUR CASH QUOTE	USE LEASING TO QUOTE SMALL MONTHLY PAYMENTS
BAD EXPERIENCE WITH A LEASING CO. MAKING PROSPECT MAD	COURSE ON OUR 40-POINT FULL DISCLOSURE CHECKLIST
LET'S PUT OFF THE SALE, I DON'T SEE THE RETURN ON THE MONEY	COURSE ON HOW TO USE OUR SHORT OR LONG SPECIAL "RETURN ON INVESTMENT" SOFTWARE
CASH FLOW IS NOT GOOD ENOUGH	COURSE ON HOW CASH FLOW IS IMPROVED WITH A LEASE
WHAT TAX BENEFITS ARE THERE	COURSE ON USING THE DRAMATICALLY INCREASED IRS SECTION 179 TO SELL LEASING
THE CUSTOMER HAD A HASSLE WITH A LENDER BEFORE	COURSE ON ALL THE THINGS WE DO TO MAKE IT EASY
SOME LENDERS GIVE POOR SERVICE, YOU CAN'T REACH THEM	COURSE ON HOW TO ALWAYS REACH AN AGENT AND SOLVE CHALLENGES YOURSELF
MY CUSTOMERS DON'T KNOW ABOUT LEASING	COURSE ON HOW TO PROMOTE LEASING ON EVERY QUOTE, LITERATURE, AND ON YOUR WEB SITE
ECONOMY IS SLOWING, I WANT TO HOLD OFF ON THE PURCHASE	COURSE ON HOW TO OVERCOME ALMOST ANY OBJECTION BASED ON ROI