

5 WAYS TO EARN INCREMENTAL SALES AND INCOME BY OFFERING LEASING DURING EVERY OPPORTUNITY

Definition: “Incremental revenue”; The increase in revenue from the previous revenue to the new higher revenue.

#1 SELL STALLED OUT “CASH” PROSPECTS

Selling payments during the entire prospecting and sales cycle rather than “a cash payment in full” is a key element to help you close the sale! A “cash buyer” who will only buy if he pays cash and doesn’t want to part with his cash now does you no good at all, offer leasing!!

#2 CONTROL AND FUND SALES DELAYED OR STALLED AT YOUR CUSTOMER’S OWN BANK

When you refer the customer to your favorite lender, you gain a direct information pipeline to all of the unusual things that could threaten your sale by keeping in touch with your financier. Letting the customer go to his own bank and letting the financing stall out due to many potential delays is no way to sell and win.

#3 “LOW COST MONTHLY PAYMENTS MIND SET” RIGHT FROM THE BEGINNING THAT LEADS TO MORE DEMOS (& SALES)

Selling payments will get you more demos and more sales, it is a proven fact! Major successful companies that sell cars, homes, computers, jewelry, almost anything that advertise payments rather than cash price generate buzz, calls and demos!

#4 YOUR HARD WORKING LEASING AGENT SHOULD BE YOUR ALLY

You are in business to earn a commission in some form or another, maybe it is included in your salary but the key reason you do what you do is to earn money on the sale of your goods and services and controlling the financing is the #1 best way to do that. Your leasing agent is an information pipeline to how the financing is proceeding and if any of your competitors have been asking your customer and your leasing agent if they can try to take the sale away!

#5 LEASING COMPANYS THAT OFFER MULTIPLE LENDERS

A leasing company that has your best interests at heart has many lenders to select from! Your customer is provided with competitive bids and there are many lenders to try if the financing is turned down by one, two, three, or more of your leasing agent’s lenders