

Working with the right equipment leasing partner allows equipment vendors to increase the productivity of their sales and marketing organizations. Your leasing partner becomes a virtual team member, providing vendors with additional control over their pre-sales process, complex transactions, ongoing customer relationships and secondary markets.

Control your sales process

- Expedite your closings and avoid lost sales.
- While searching for funding, many prospective customers...
 - Lose interest (premature buyer's remorse)
 - Can be persuaded by a lender to buy from another supplier.
 - Become discouraged with the hassle of obtaining financing.
 - Are solicited by competitors trying to "steal" the sale.

Control complex, multi-product acquisitions

- Many technology acquisition projects involve an aggregation of hardware and software from multiple vendors.
- "Blanket leases" allow your customers to bundle products from other vendors in one financing.
 - This form of "acquisition process management" further differentiates your offering.
 - Your customers will appreciate
 - Saving time by consolidating financings.
 - Assuring fixed lease rates for multiple pieces of equipment.
 - Lowering financing costs due to economies of scale.

Control your relationships

- During the term of the lease, LetLogic is in regular contact with the lessee via lease invoicing.
 - Influence the purchase of other products, parts, supplies, maintenance, software and upgrades.
 - Learn of changes in business needs /desires in advance of RFP.
- At Lease Termination
 - Lessee chooses disposition alternatives: 1) purchase equipment; 2) renew lease; or 3) return equipment.
 - All disposition scenarios present opportunities for the vendor to sell replacements, supplements and upgrades.
- The lease creates a virtual contractual obligation to inform the lessor of the lessee's future equipment needs!

Control your secondary markets

- Cross-elasticity problems reduce new equipment sales (when used prices are too low).
- Low resale values result from technological obsolescence (from the customer's point of view) and disposal of equipment by customers at low "fire sale" prices.
- Obsolescence is caused by the equipments lack of capacity and inefficiency.
 - Capacity obsolescence is relative. LetLogic's remarketing network can redistribute assets to users whose capacity can be met.
- LetLogic's understanding of the residual (used equipment) marketplace leads to more objective (higher) prices.