

Leasing increases sales. Why it works:

- **Overcome Price Objections:** By proposing a low monthly payment, your prospect will be less concerned with the total price, and more likely to stay focused on the benefits of the equipment
- **Make Larger Sales:** Use leasing to bridge the gap between what your client needs and what they can afford. Leasing helps you sell the complete solution, rather than piecemeal the system.
- **Avoid Discounting:** Offer a more affordable way to pay without sacrificing profits. Lease payments can be reduced by lengthening the term rather than lowering the equipment price.
- **Leasing Takes the Deal off the Market:** Once your customer has signed the lease proposal and written their advance rental check, they have STOPPED SHOPPING. You eliminate competition.
- **One Stop Shopping:** Since you are easy to buy from and offer a convenient lease program, your customer comes back for their future needs. Furthermore, Baycap's master lease and upgrade provisions make these add-on sales simple and easy.
- **Improve Cash Flow:** No need to extend 30 day terms: we pay in full within a few days of delivery and acceptance.
- **Close the Deal Faster:** Leasing removes a major problem many prospects have in obtaining equipment....having to ask someone to lend them money. (or worse, having to justify the purchase to their internal capital acquisition committee)
- **Leasing Opens a New Credit Line for Your Customer:** In today's market, this can be a very valuable and major consideration. There are consultants who find new lines of credit for businesses and charge substantial fees for doing so. By offering your customer leasing, you provide this service for free.
- **Leasing Conserves Your Customer's Cash:** Cash is the most valuable commodity in business.

Contact us today at (877) 992-2922
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