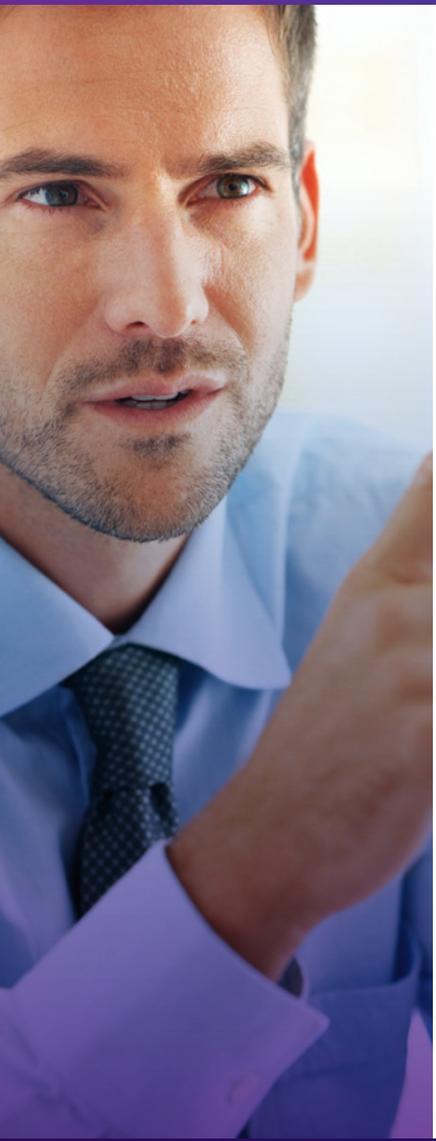


10 good reasons to offer financing to your customers



In today's business environment, the decision your customers are making is not only WHAT to buy but also HOW to buy. Here are ten good reasons WHY you should offer financing to your customers:



- 1 Overcome customer objections**
Cisco Capital™ financing solutions help overcome customer budgetary constraints, helping you stay focused on converting customer needs and growing your business.
- 2 Increase deal size**
Research shows that when financing is included, deals can be up to 34 per cent larger. (Yankee Group 2008).
- 3 Close more deals, faster**
Financing a solution makes the decision to buy easier, helping you shorten the sales cycle.
- 4 Stay ahead of your competitors**
Offering a total business solution and engaging more strategically with your customers helps you become more of a trusted advisor and differentiates you from your competitors.
- 5 Your customers expect it!**
In a recent survey, over 50 per cent of customers stated that they expect financing options to be provided as part of a proposal.
- 6 Help your customers preserve cash and lower overall Total Cost of Ownership (TCO)**
Financing could enable your customers to acquire technology solutions in a way that suits their business needs, making the decision to buy an easier one. Predictable regular payments and spreading payments over time helps them take control of budgets and expenditure.

- 7 Increase customer loyalty**
By helping customers plan their strategic technology roadmap, you tighten relationships and create future sales opportunities.
- 8 Close a more profitable deal for your business**
Offering your customers a solution which shows manageable regular payments rather than the total solution price means they are less likely to enter into discount discussions. This could help you retain valuable margins
- 9 Improve company cash flow**
Cisco Capital pays you directly once the Certificate of Acceptance has been received. You are no longer waiting for customer payments after 30 or 60 days and the money can start working for you straight away.
- 10 Improve your personal advantages sales performance**
Stand out from your peers, offer a complete solution, close more deals and achieve greater success!

Please visit
www.ciscocapital.com/partner/emea
for more information

