

Ten Good Reasons to Offer Financing to your Customers

In today's business environment, your customers need to decide not only WHAT to buy but 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 your customers overcome budgetary constraints, allowing you to focus on the solution sale, not on continuous cost/discounting discussions with your customers.

2. INCREASE DEAL SIZE

Research shows that when financing is included, deals can be up to 34 percent 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. OUTPERFORM THE COMPETITION

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, more than 50 percent of customers stated that they expect financing options to be provided as part of a proposal.

6. INCREASE CUSTOMER LOYALTY

By helping your customer see how they can afford to implement their overall technology strategy by utilizing financing, you strengthen the customer relationship and create future sales opportunities.

7. POSITION YOURSELF FOR FUTURE CUSTOMER UPGRADES

Financing comes with a built-in customer decision point at the end of the financing term. By sourcing financing for your customer, you are better positioned to approach the customer with future upgrade and replacement options.

8. CLOSE A MORE PROFITABLE DEAL FOR YOUR BUSINESS

Offering your customer a solution that provides for manageable payments over time, rather than a large upfront cash outlay, increases the likelihood that you will close the sale and may help you avoid discounting discussions.

9. IMPROVE COMPANY CASH FLOW

When your customer finances with Cisco Capital, you get paid shortly after customer delivery acceptance. This may shorten your collection cycle, reduce your outstanding receivables, and have a positive impact on your overall cash flows.

10. IMPROVE YOUR PERSONAL SALES PERFORMANCE

Stand out from your peers, offer a complete solution, close more deals and achieve greater success!

Cisco Capital provides a way for you to show more long term value to your customers while enhancing relationships, gaining account control, and providing for future sales. Please visit www.ciscocapital.com for more information.

About Cisco Capital

Cisco Capital is a wholly-owned subsidiary of Cisco Systems, specializing in providing innovative financing for Cisco solutions worldwide. More than just a finance company, Cisco Capital is uniquely positioned to provide the most flexible and competitive financing for your acquisition of Cisco technologies. Cisco Capital delivers financing solutions designed to support our customers' business goals and technology needs, both today and in the future.