

Count on Cisco Capital

Put financing first and multiply your profits



Successfully selling financing

A smart new approach that places the financing conversation right at the heart of every sale will help you and your customer. Customers can focus on investing in the infrastructure that best meets their needs, with unrivalled terms achieved through the financial power of Cisco. Financing helps you increase deal size, build deeper customer relationships – that secure sales now and into the future – and preserve discount levels.

Customers want a smarter approach to buying

Your customers want to know not only what to buy but also how to buy. Financing with Cisco Capital provides five great benefits they can count on.

- 1. Easier budget management**
with flexible payment options linked to cash flow or usage.
- 2. Cash preservation**
freeing up capital to spend on other business priorities.
- 3. Best use of available funds**
with options for on-and-off balance sheet funding.
- 4. Accelerated IT projects**
customers can get what they need sooner and run their business more efficiently.
- 5. Up-to-date technology**
without a large cash investment, as they can easily upgrade and refresh equipment as needed.

How financing benefits you

Taking a more strategic approach, and delivering financing as part of your service pays off quickly.



1. Close more deals

Rather than proposing an initial large cash payment you can offer a periodic payment plan. This helps you overcome typical objections around lack of available budget and also makes it easier for customers to use OpEx budget rather than CapEx for technology acquisition (as it's easier to get approval).



2. Grow your profits

Research shows that customers with financed equipment refresh it sooner than if they had bought it with cash. As customers have immediate purchasing power deal sizes are also larger – typically by about 34% so there's greater revenue for you. Regular manageable payments also mean that customers are less likely to enter into discount discussions – helping you retain more margin and increase deal profitability.



3. Improve customer loyalty

As financing aligns budgets with your customers' IT needs; the sales conversations often broaden from technical decision makers to business managers. This is a good foundation on which to strengthen the customer relationship, ultimately leading to greater customer loyalty and increased future sales.



4. Outperform the competition

Nearly four out of five companies use financing for IT acquisitions. The financial strength of Cisco Capital means we provide the most competitive and flexible financing options for Cisco equipment – at rates that your competitors won't easily match.



5. Share the risk

Customers are able to invest in the technology their business needs, while you have the reassurance that Cisco Capital will pay your organisation within a few days of the equipment being delivered. This avoids the need to wait for customer payments and helps improve company cash flow.

Get started today

For more information on how to profit from financing contact your Cisco Capital Financial Solutions Manager – visit www.ciscocapital.com/partner/emea

