

Count on Cisco Capital

Profit by selling the benefits of financing



Steps to Success

Putting financing right at the heart of your deals is as rewarding for your customer as it is for you. Use these steps below to show customers the unmissable benefits on offer.

1

Introduce financing early

Financing helps customers in many ways – from easier budget management to freeing up capital and funding the purchase of the latest technology, as and when necessary.

To maximise these benefits it's important to:

- Introduce financing early in the sales cycle
- Learn as much as you can about each customer's acquisition process to identify their goals – and possible obstacles

This more strategic approach enables you to tailor a custom financing solution to your customer – increasing their interest and likely take-up.

2

Qualify your customers and identify key concerns

Typically, customers evaluating major technology investments have two main considerations – budget (they either have none, need to stay within current budgets or have profitability goals, etc.) and equipment lifecycle management (frequent upgrades, avoiding obsolescence, etc.).

To evaluate their particular concerns, find out early on:

- What do they want to achieve from this technology purchase?
- What is their main driver? Do they hope to drive savings, generate revenue or improve their competitive position?
- What is the available IT budget in this and following year?

With this information you can structure a solution that addresses both business and technical issues.

3

Position the benefits

By identifying their concerns you can introduce financing with Cisco Capital as the answer that meets budget constraints, delivers business objectives and proactively manages the equipment lifecycle. Use the questions on the next page to guide them towards financing.

4

Bring in Cisco Capital

Use our financing expertise to help close the deal. Arrange a meeting between yourself, Cisco Capital and your customer's financial decision maker so we can show how financing is the solution they need.

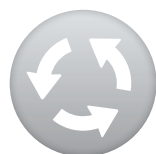


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Guiding questions Budget barrier

- Do you finance any equipment? How about laptops and servers?
- What are the implications if a solution is not delivered on time?
- How do you gain budget approval from finance?
- Would you be interested in deploying the technology you want now – with no payments until you are up and running and can see the benefits?
- What additional investments would you make if there were no budget restrictions?
- Who should our team work with in your finance group?
- Would you be interested in getting the latest, most advanced technology if you could see a rapid return on investment?



Guiding questions Lifecycle management

- What, if any, equipment are you financing, over what period?
- Do you plan to keep any technology beyond the typical refresh cycle of 3 years?
- How will your network infrastructure evolve over the next 3 to 5 years?
- Would you like to match the useful life of your equipment to a financial repayment plan?
- Would you be interested in deploying the technology you want now – with no payments until it is operational and delivering the expected benefits?
- Who should our team work with in your group to resolve any questions on lifecycle management and finance?



Guiding questions Finance contracts

- How would potential net book losses affect your ability to upgrade your network?
- What financial ratios do you use to evaluate performance?
- Would you gain by using operating budget rather than capital budget to acquire equipment?
- Will your proposed project help you achieve business goals like reducing costs and increasing revenue?
- How will unplanned investments required within this fiscal year be affected by budget approvals already in place?
- What criteria do you use for judging financing proposals?

Script to introduce Cisco Capital:

Did you know you could finance Cisco equipment, software and services through Cisco Capital? Did you know as a part of Cisco, they can provide the most competitive financing terms and often lower the cost of your overall investment?

In fact, as a wholly-owned subsidiary of Cisco, Cisco Capital is uniquely positioned to help you maximise your budgets and make the most efficient use of your capital. A major differentiator for Cisco Capital is that they are not solely measured on profit, like other firms. And being part of the Cisco family they have direct access to Cisco's products and services as well as a complete understanding of their technology. This combination allows them to take maximum risk and provide you a more competitive and flexible financing solution. They customise financing that marries your technological and financial goals, helping you to achieve immediate and long-term benefits.

Let's discuss how financing can help meet your immediate technology goals, plan for future technology needs and achieve some of your broader business objectives. Who in your finance organisation should we meet with to discuss the possibilities?



Contact your Cisco Capital
Financial Solutions Manager
www.ciscocapital.com/partner/emea

