

Count on Cisco Capital

Smooth the way to a better deal with financing



## Successfully handling customer objections

Financing can overcome two of the most common sales objections: affordability and lack of budget. It helps customers avoid large upfront capital costs. Financing also enables them to get the latest technology now – when they need it. This can save money because they no longer have the higher costs of maintaining out-of-date equipment. Your customers may have a number of objections around financing. Here are some answers that can help you close the deal.

### “Our cost of funds is lower than Cisco Capital’s”



Perhaps, but financing and taking risk in IT equipment and services is not your core competency. Cisco Capital is an industry leader – demonstrated by their ranking as ‘Captive Finance Partner of the Year’. As a wholly-owned subsidiary of Cisco they provide aggressive residuals, allowing them to drive down the cost of Cisco equipment and services to benefit their customers beyond a cost of funds comparison.

### “We like to own our assets, not finance or lease”



Offer to set up a meeting between yourself, Cisco Capital and the customer’s financial decision maker so together you can explain the business benefits and savings that financing delivers.

### “Leasing is too expensive”



Cisco Capital customers include multinational banks who have analysed the options and found that leasing can offer the lowest acquisition cost – particularly if you don’t want to own your IT assets and follow a lifecycle approach to managing them.

### “We can’t manage our assets” or “We need to keep our assets longer”



With financing you’ll receive detailed records to help you manage and track assets. Flexible lease terms also make it possible to avoid interruptions at the end of the financing term.

### “We are cash rich and have no need to lease”



Many cash rich customers still finance their IT assets, so they can generate higher returns by investing their cash in other areas.



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## **“Only a small percentage of the project is Cisco”**



Cisco Capital finances the entire solution including hardware, software, services and maintenance. This includes non-Cisco equipment up to certain limits, which your Financial Solutions Manager can tell you about.

## **“I don’t want to be tied into a long leasing facility”**



Cisco Capital makes sure that financing meets – or exceeds – your business needs and goals. Terms range from 12 to 60 months so what strategic upgrades are planned for your business?

## **“Leasing is too complicated”**



Talk to the experts at Cisco Capital and they'll show you that financing doesn't need to be complicated or delay deployment – but does offer many benefits.

## **“We don’t have the budget” (or are waiting to receive it)**



Financing is a way to overcome budget restrictions and can be tailored to your needs, such as deferring the first payment until budget is released.

## **“I am considering using my own financier”**



Does your financier have the technology expertise to maximise your network investment and employ Cisco networking equipment financing experts? Typically, independent leasing companies make money on the financing only, whereas Cisco Capital's aim is to enable you to benefit from the latest Cisco technology and provide you with the very best expert advice.

## **“Used leasing before, never again. I had a bad experience”**



Cisco Capital is different. It's not in the business to make money on the financing transaction but to enable the sale of Cisco products and services. We want you to succeed, with the technology you need, when you need it – so you derive the maximum benefit.



## **Start selling financing now**

For more information on how you and your customers can benefit from financing, contact your Cisco Capital Financial Solutions Manager – visit [www.ciscocapital.com/partner/emea](http://www.ciscocapital.com/partner/emea)

