FUEL YOUR SALES:
4 Simple Steps to Leverage Financing

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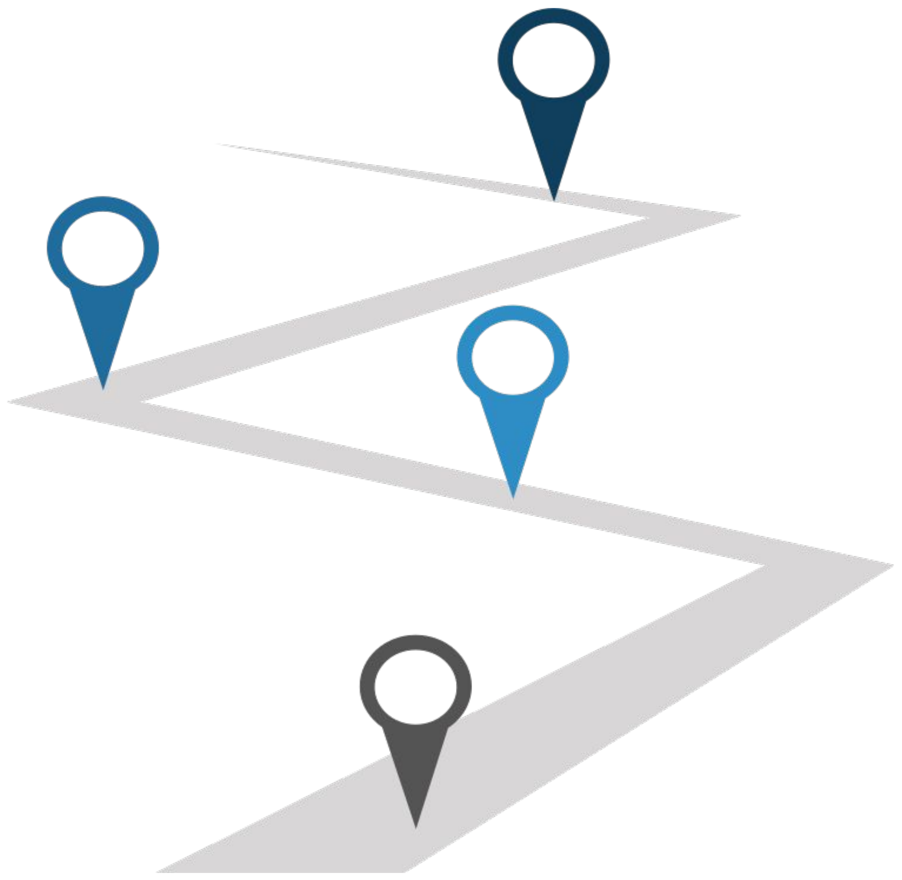
AGENDA:

1. Understand Customer Financial Pain Points
2. Bridge Solutions with Financing Options
3. Engage Financial Decision-Makers Effectively
4. Offer Payment Options



Step 1 - Understand Customer Financial Pain Points:

Identifying Financial Challenges

Common Pain Points:

- Limited budgets & OpEx vs CapEx
- Long ROI timelines
- Cash flow constraints

Key Questions to Ask:

- "What budget challenges are you currently facing?"
- "How do cash flow considerations impact your purchasing decisions?"

Step 2 - Positioning Financing as a Solution:

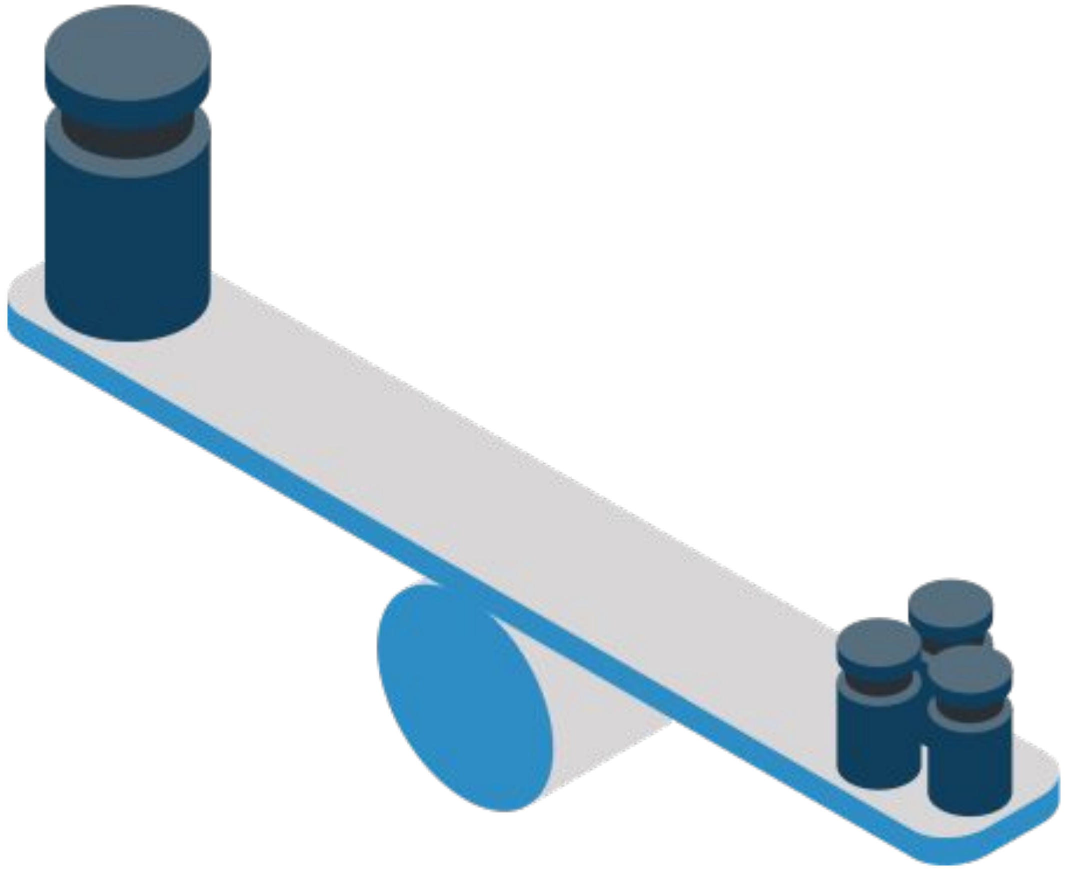
Bridge Solutions with Financing Options

1. **Highlight Benefits:**
    - Fast approvals - instant credit approvals
    - Hedge against inflation with predictable monthly payments
    - Align costs with revenue generation
    - Faster ROI

Demonstrating Financial ROI:

Showcase the Impact of Financing

Instant ROI Example:



Service Provider signs a 3 year contract worth $500K

- Billing $13,888.00 per month
- $200K needed in upfront investment to onboard this new client (14 month ROI)
- Financing at $6,300/month = Instant ROI at **$7,588 revenue month one**

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Growing Deal Size and Margin:

Unlocking Bigger Opportunities

- **Benefits of Financing:**
    - Enabling clients to ***buy what they need*** vs ***what they think they can afford***
    - Preserve margin
    - Focuses on long term growth strategy vs a one time transaction

- **Real-World Example:**

With 5-year financing, customers can bundle a 5-year support contract, boosting deal value over the default 1-year coverage.

Step 3 - Engage Financial Decision-Makers:

Speaking the Language of Finance Leaders

1. **Build Credibility:**
   - Focus on ROI, cost savings, and scalability
2. **Tailor Discussions:**
   - CFO: Strategic growth and financial impact
   - VP of Finance: Operational efficiency and KPIs
   - Controller: Compliance and cash flow
3. **Key Questions:**
   - “Who is your financial decision maker - the CFO, VP of Finance or the Controller?”
   - “Who usually makes the call on payment options and operating budget?”
   - "How does this project/purchase/investment in technology/etc align with your financial goals?"

Step 4 - Offer Payment Options:

Simplify the Financing Process

1. Use tools like calculators to provide high level budgetary numbers
2. Show Affordability: **Put Payment Options on Every Proposal**
   - $____total as low as $___per month
3. Emphasize Value:
   - "This investment boosts your gross profit by $Z over the term."

Project Sizes	36 Months	60 Months
$100,000 - $150,000	0.03325	0.0217
$150,000 - $250,000	0.033	0.0215
$250,000 +	0.03247	0.02108

Amount To Finance $350,000.00		
36 MONTHLY PAYMENTS $11,364.50		
60 MONTHLY PAYMENTS $7,378.00		

Utilize Financing to Drive Sales Growth

Financing is a powerful tool to drive sales growth and enhance customer satisfaction.

1. Understand financial pain points
2. Bridge solutions with tailored financing
3. Engage decision-makers with ROI-focused discussions
4. Offer Payment Options

Partner with Blue Street Capital:
Equipment Financing Made Simple

No need to master the process—our team acts as an extension, **serving as a pre-sales finance specialist.**

We Provide:

- Support During Client Discussions
- Experienced Team with a Wealth of Insights
- Understanding of Client Needs & Preferences
- Transparent Communication

Questions?

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