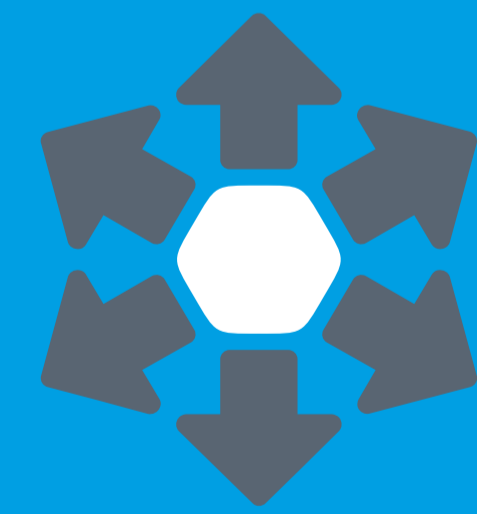




PARTNER SALES FAQ'S



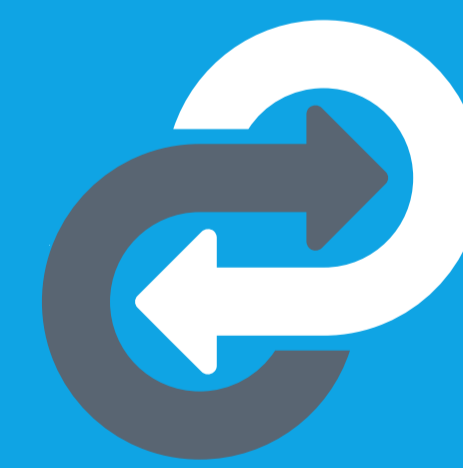
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PARTNER SALES FAQ'S

These FAQ's are designed to help you and your sales team to offer finance to your customers.

Offering finance to your customers can seem a little daunting at first, but once you're comfortable doing so, you won't look back!

We've worked with many vendors, suppliers and manufacturers over the past 20 years to help them increase their sales by offering a monthly payment option.

We are committed to providing you with the confidence and information you need to be able to drive continued sales and success for your business too.

If you have any further questions or concerns regarding selling finance to your customers, please get in touch with your [Account Manager](#) at Reality Finance who will be happy to help.





WHY INTRODUCE A FINANCE OPTION AND WHEN IS THE BEST TIME TO DO SO?

Letting your customer know that you can offer a monthly payment option at the start of the sales cycle is a sensible approach. Why? Because it gives your customer one less reason to say no. Yes, your customer will primarily focus on what it is you are selling and the value it will bring to their business, but they will also be very conscious of the cost implications and whether they have the budget available to invest.

By setting out how a customer can pay at the very start of the process, you give your customer options, regardless of whether they have the capital available, and this could completely change the way that they view the sales process. Finance is a cost-effective way for your customer to use their capital, allowing them to invest in other areas of their business, in costs that can't be funded elsewhere or at a time when cash flow is being stretched.

We live in a world where finance is used every day. When was the last time you went to buy something and didn't have the option to pay for it with finance? The same principle should also apply to business, because if you are not offering your customers the ability to pay over time, the chances are your competitors will be. By presenting a monthly cost option as an alternative, the customer may choose to buy more, including those nice to have's in order to avoid having to buy again in the future. This can add real value and will give you the opportunity to introduce additional hardware, software and/or services.

It will also be worth noting that a large percentage of customers will pay a supplier using some form of finance, whether it be by extending an overdraft, taking out a loan with their bank or by working with another third-party finance company. This can take weeks, if not months to arrange and you may never know if the customer has had to go through an extensive process in order to arrange their own facility. By offering your customer a finance option, you are providing a complimentary service that could save your customer a lot of time and in turn significantly reduce the time it takes for your customer to make a final decision.



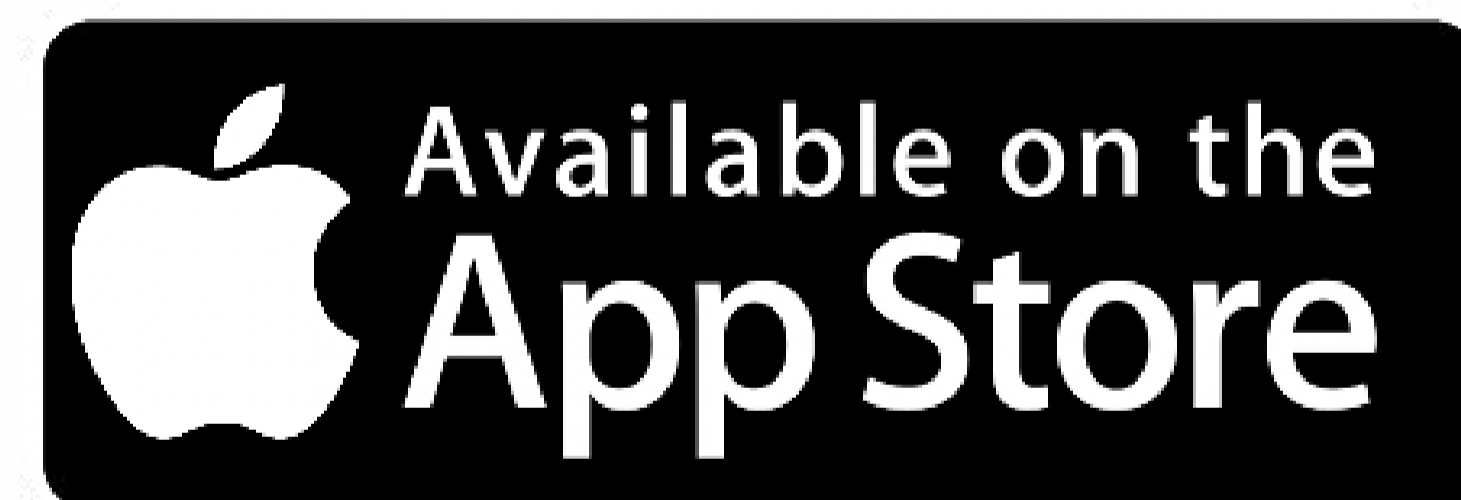


HOW CAN I INTRODUCE A FINANCE OPTION?

Simply use our [mobile app](#) calculator, enter in the project specifics, select the term, and the calculator will provide you with a monthly cost option for you to include in your proposal.

Alternatively, if the project value is £100k or more, give your account manager a call, they will conduct a very quick review of the customer and provide you with a more deal specific quotation for you to include in your proposal.

Please note, whenever you propose a monthly payment option to your customer, please ensure you include a short paragraph stating: “monthly payment terms are subject to final approval”.





WHAT IF THE CUSTOMER DOESN'T USE FINANCE?

If a customer tells you that they don't need or use finance ask them how they pay for their mobile phones, their telephone system or their photocopier.

The chances are they pay for them monthly, have done for years, and will essentially be under some form of finance or rental agreement. Financing other equipment, software and/or services is no different.

However, we do understand that finance is not for everyone, and depending on the business will very much depend on whether the customer will even entertain the idea of finance, but at least you have given the customer the choice, and if anything, it will help expand on the conversation.

Read how [Trimble Solutions \(UK\)](#) has used our customer finance offering





I DON'T UNDERSTAND FINANCE, WHAT IF MY CUSTOMER ASKS QUESTIONS?

Don't worry - Your job is to sell your product or service; our job is to sell finance.

If a customer starts asking questions you are not comfortable answering, simply say that you will ask your finance partner to give them a call to run through the finer details.

After all, if the customer is interested in a finance option, they shouldn't be averse to speaking to us.

You could also take a look at our [Business Guide to Asset Finance](#) online





THE CUSTOMER HAS ASKED ABOUT THE RATE, WHAT SHOULD I SAY?

The rate is very much dependant on the amount we are financing, the strength of the customer i.e. how well the customer has been trading and how we structure the finance.

It is difficult to give an exact rate without conducting a review in the first instance.

Rest assured our rates are competitive and we always strive to offer some of the best in the market.





THE CUSTOMER DOESN'T WANT TO OFFER ANY SECURITY

No problem, all of our finance agreements are unsecured but we may ask for a Cross Company Guarantee or Directors Guarantee in some instances, but we will always discuss this with the customer first.



WHAT FEES DO YOU CHARGE?

All of our lenders charge a standard £195.00 + VAT documentation fee per finance agreement that is usually paid with the first monthly payment.





HOW QUICKLY CAN A FACILITY BE SET UP?

We can work as quickly as you need us too.

Response times are usually dictated by the customer and how quickly they can get us the information we need.

Essentially for deals below £100k, we can usually get the facility in place and the finance paperwork over to the customer within 24hrs. For deals above £100k, this will take longer and will very much depend on the customer's trading history.





WHAT HAPPENS IF A CUSTOMER WANTS TO GO AHEAD WITH FINANCE?

Simply send your Account Manager an email with the full details or give them a call to discuss the project.

They will usually advise you to send a warm introductory email to the customer, copying them in and asking both the customer and the Account Manager to liaise with each other.

Your Account Manager will then send the customer an email and look to engage with the customer independently, providing you with regular updates during the process.





THE FACILITY IS IN PLACE, WHAT NEXT?

Once the facility has been approved and we have the signed finance paperwork back from the customer, Reality will send your accounts team our invoicing instructions. Depending on how the deal has been structured and what has been agreed prior to signing the paperwork, will depend on whether we pay out 100% of the contract value on day one or in stages.

It is important to note however, that the customer is the only person who can authorise the release of any payments, regardless of whether they are due.





WHAT HAPPENS WHEN THE FINANCE AGREEMENT IS ACTIVATED?

When the first payment is released, the finance agreement is activated, and the customer's monthly payments will commence. It is not possible to change a finance agreement once activated.



CAN THE CUSTOMER ADD TO THE AGREEMENT AFTER IT HAS BEEN ACTIVATED?

No, but if the customer wants to add anything to the existing agreement, we can provide the customer with a second finance agreement and reduce the term of the agreement so it runs in line with the first finance agreement.



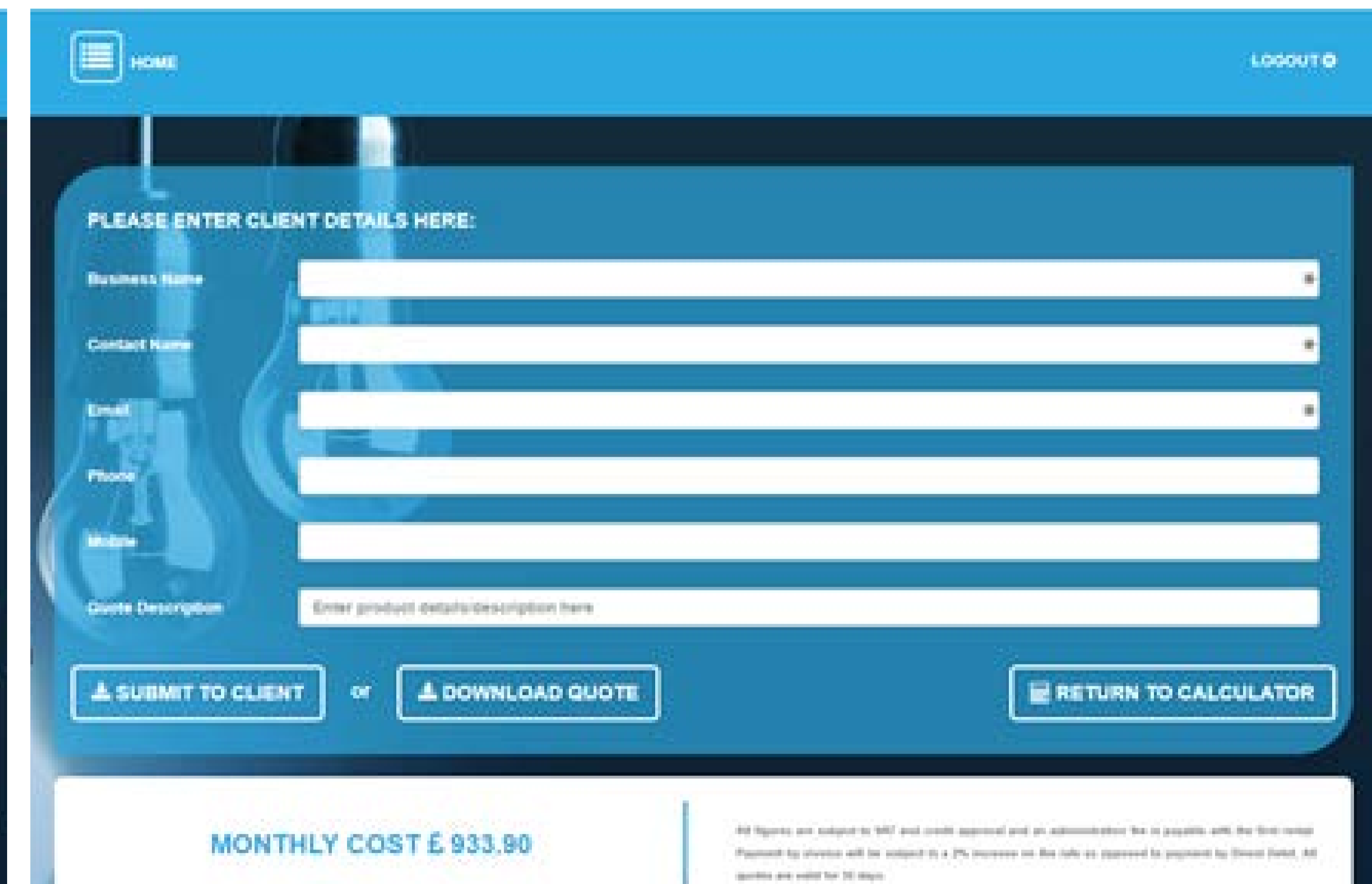
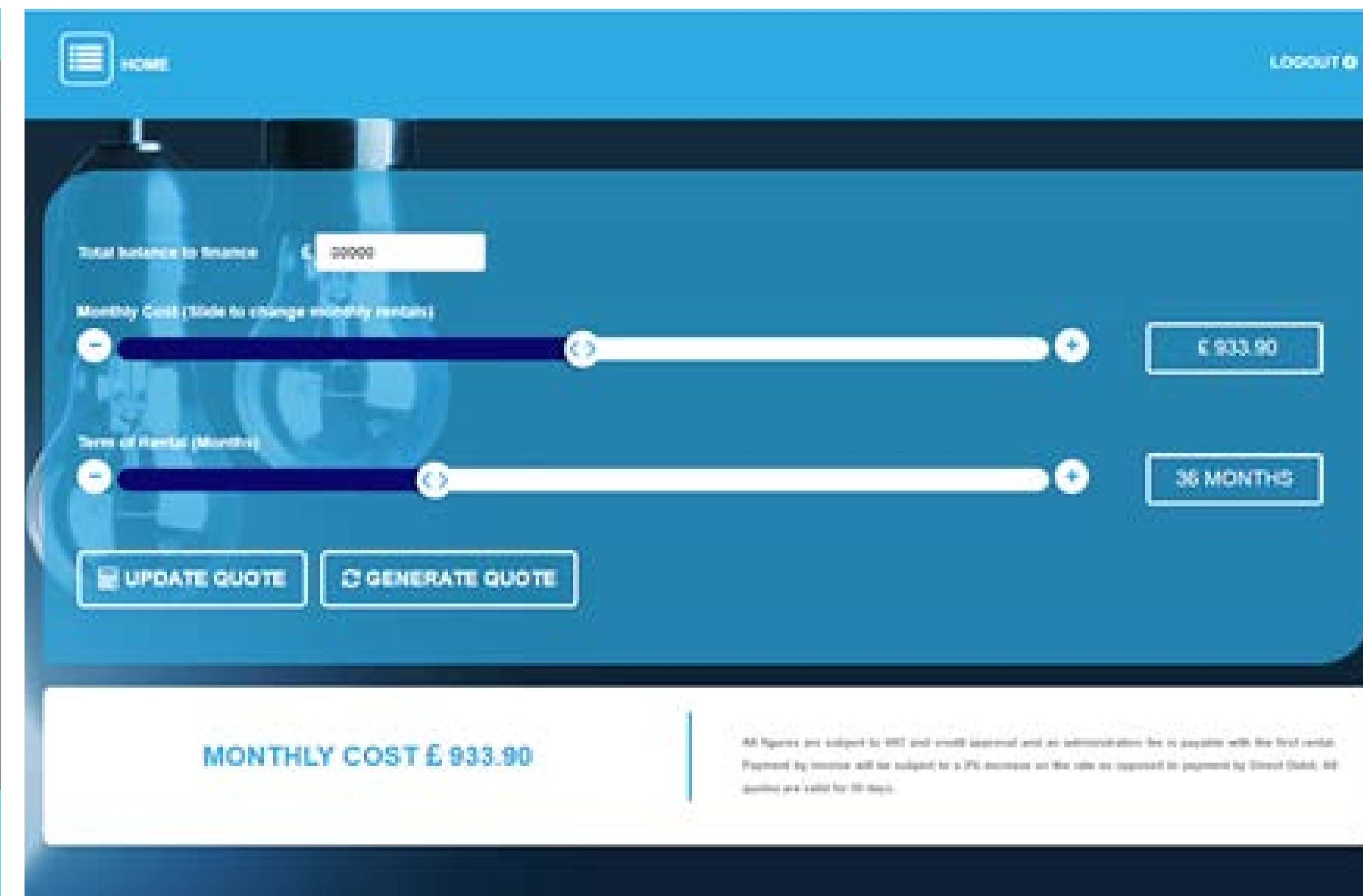


HOW DOES THE REALITY FINANCE APP WORK?

1. [Log in](#) using the details supplied by your Account Manager

2. Enter details of the deal (total cost to finance and the term) = monthly payment cost generated

3. Option to then generate a PDF quotation to download or email to customer directly

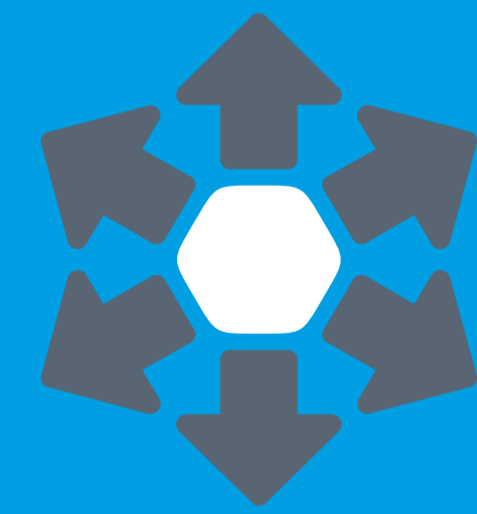




ANY FURTHER QUESTIONS?
PLEASE CONTACT YOUR ACCOUNT MANAGER



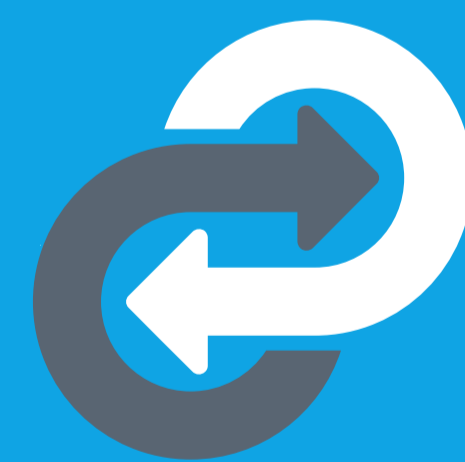
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