HYSTER
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August 2007 Special Edition from Performance Learning Services

# Offering a Payment-based Solution to Your Customers

Speak your customer's language when it comes to price by offering a payment-based approach.

With as many as 75% of truck sales being financed, chances are that financing will play a key role in your next sale. Yet, often times we overlook the importance of offering a payment-based selling approach to our customers. If we know how they are likely to pay, we should speak in terms that are meaningful to our customers by offering a payment-based solution.

Adopting a payment-based selling approach is mutually-beneficial to you and to your prospective customer. It enables you to:

- Take the sales price out of the equation by offering a cost-effective alternative.
- Offer a one-stop shopping experience through Hyster's financial partner, Hyster Capital.
- Establish credibility as a Business Partner who understands the needs of the customer.
- Offer the customer the ability to pay for the use of Hyster® products, without the expense of ownership.
- Answer the foremost important question for your customer — "How am I going to pay for it?"

With finance being an integral part of the sale, this Special Edition highlights when to introduce payment-based solutions, benefits of leasing, and how to overcome objections.

Hear more on payment-based approaches by joining the WebEx on Thursday, August 16.

### Payment-based solutions offer your customers many benefits:

- **Pay for use of products that meet their ever-changing needs**
- **Conserve precious capital for profit-generating areas of their business**
- **Low upfront investment**
- **Fixed monthly payments aid budgeting and forecasting**

# When should payment-based solutions be presented to your customer?

From the onset of identifying the need for a new truck, the question of how to pay for it has also entered the customer's mind. For this reason, offering financing alternatives is part of the selling process, and not a separate function.

In the beginning of the sales process, two key questions will help you understand how you can meet the needs of your customer.

By asking probing questions such as **"How will the customer pay for it?"** and **"Who will handle the financing?"** you can begin to offer payment-based alternatives that match the requirements of your customer.

Waiting until later in the sales process to offer payment-based solutions puts you at risk of losing control of the sale. Starting with a payment-based approach gets you on the right track for a successful, and profitable, sale.

### Inside this issue:

# Benefits of Leasing

As part of the selling process, you have asked some probing questions of your customer which help you understand which financial product may be in their best interest.

With leasing, there are many benefits that you will want to share with your customer. Leasing enables your customer to benefit from the use of a truck without the burden of ownership.

*If an asset appreciates, buy it.*

*If an asset depreciates, lease it.*

Everyone wants *more* for *less*. You can offer your customer the benefit of newer product for immediate use without requiring a large down payment or investment of capital.

Leasing also addresses many operational issues that face your customer.

- Implements a planned replacement program
- Alleviates truck obsolescence
- Shifts residual risk and exposure away from the customer
- Incorporates long-term maintenance agreement
- Addresses truck disposition

To learn more about how leasing can improve your sales, participate in the WebEx with Bob Sattler, Vice President of Dealer Development & Hyster Capital, on August 16.

**Special Edition**

**WebEx**

Thursday, August 16

2pm

https://hysterevents.webex.com

Password training

Always Quote a Lease Payment

# Overcoming Objections

Even though the majority of customers will ultimately choose to finance or lease a truck, on the path to that financial decision, there will likely be some objections.

In order to overcome objections, it is helpful to anticipate what those objections may be, in advance of the selling process. You might even find it helpful to role-play with a co-worker.

Among the objections you may anticipate, consider the following scenarios.

*Customer:* I want to pay cash.

*Salesperson:* Rather than drain cash from your operation that you could use to invest in profit-generating areas of your business, we can offer you a solution that you could fund from normal operations.

*"Show Me the Money!" tip:* You might show a financial demonstration of investing capital in their business versus into depreciating equipment. If $50,000 is invested in their business, what could that investment amount to over the course of a lease? Alternatively, what is their cost to borrow capital if cash is required by their business? Making the lease or finance payment may be a better use of hard-earned capital.

*Customer:* This truck is too expensive.

*Salesperson:* If this equipment suits your needs, we have solutions other than making a large investment. You can get this exact equipment working for you now, and only pay for the part of the truck's life you use.

*"Show Me the Money!" tip:* You might compare your leasing alternative to staying at a multi-million-dollar luxury resort, but paying only $200 for your night's stay. You get to enjoy all the benefit of the resort while only paying a small amount. Smaller amounts are much more attractive, giving your customer all of the benefit. Beginning with a payment-based approach will help overcome a total cost-based objection.

Identifying your customer's needs early in the process will help you anticipate objections and offer appropriate products and solutions for your customer.