

Benefits of Leasing Partners

Offering your customers an attractive alternative to paying with cash is a powerful way to unlock the true sales potential of your business and Bluestone Leasing is the ideal partner to help you achieve it.

Here are some key reasons why so many organisations like yours use Bluestone Leasing as the finance partner for their customers.

- 1 **Overcome capital cost objections** and give your customer an easy way to afford your solutions.
- 2 **Increase order values** – Present a customer with a low cost and affordable rental and regularly see an increase in the scope and scale of their order.
- 3 **Protect Your Margins** – Avoid line-by-line price comparison and potential price checking by using a monthly rental instead.
- 4 **Client Retention** – Leasing naturally helps you retain your customers who are much more inclined to renew with you at the end of the initial period.
- 5 **Upgrade & Additional Sales** – Leases can be upgraded throughout giving you opportunity to easily sell more to the customer mid-term.
- 6 **Bluestone Leasing Is Your Trojan Horse** – Having our involvement helps you secure the transaction and the client often provides very useful information to us which empowers you to win their business.
- 7 **Simple Processing** – As Sales Aid Finance experts, our systems are designed to be simple, effective and place no burden on you or your business so that you can concentrate on winning more customers instead.
- 8 **Eliminate Risk** – As the bank(s) ultimately provide your customers who lease with the finance, this removes any debt risk from you and your business.
- 9 **Speedy Payments** – Once a lease goes live, you will normally be paid within 72 hours which has positive impact on your business cash flow and reduces average debtor days.
- 10 **Proactive Partner** – We pride ourselves on the energy and activity we put into supporting you and your sales force. We recognise that by helping you grow, we also flourish.

“*I buy appreciating assets, I rent depreciating assets*”
 JOHN PAUL GETTY



For qualifying partners, Bluestone Leasing offer the UK's leading channel partner programme – Attain. Offering a suite of sales tools, marketing support and powerful collateral, Attain accelerates your sales performance and allows you to reach your true potential.