

BEST PRACTICES TO OFFER FINANCING TO YOUR CUSTOMERS WITH GREATAMERICA

BEST PRACTICE #1: FINANCIAL DISCOVERY

Make sure you are talking to the right financial decision maker! Typically, someone who is not having the technical conversations is signing off on the check. *How do they want to pay?*

HOW DO WE BRING IT UP?

Step 1: Who is Making the Financial Decision?

- Find out who the financial decision maker is



Step 2: Ask Budget & Financial Planning Questions:

- Do you have a preference on spreading costs over time (OPEX) or making a one-time investment (CAPEX)?
- Is there an existing capital budget allocated for this year?
- Would a subscription-based model (OPEX) better align with your cash flow strategy on a multi-year investment?

Examples of who might be making the final financial decision:

- | | |
|--|--|
|  Chief Information Officer (CIO) |  Procurement or Purchasing Department |
|  Chief Information Security Officer (CISO) |  Financing Department |
|  Chief Financial Officer (CFO) |  Board of Directors or Executive Leadership |

BEST PRACTICE #2: HANDLING FINANCING OBJECTIONS

We've heard all the objections when it comes to financing! Below are a few examples, however if you keep running into a barrier, let the GreatAmerica team know, and we can share some insight and how to navigate it.



HOW WOULD YOU CATEGORIZE THESE OBJECTIONS?

- "I don't want to pay the additional cost"
- "I don't want to deal with the hassle of contracts and credit checks"
- "I can't take on additional debt"
- "Our procurement policy doesn't allow for financed purchases"
- "I'm worried about financing through a third party"



YES,
this is a fit



HMM,
this is challenging



NO,
this is not a fit

If an end user gives you any of these objections, the best thing that you can do is ask "why?"

Most times, GreatAmerica can have a conversation to explain their options to make them comfortable or come up with something creative to align with their needs/expectations.

How do we handle objections?



"I don't want to pay the additional cost"

With financing you can preserve capital for higher-return investments.

There are ways that we can work together with GreatAmerica to eat the cost of financing and give it to you at a lower market rate.



"I don't want to deal with the hassle of contracts and credit checks"

The process is streamlined. There is no credit application as GreatAmerica will use public information to do the initial search. If we can get to an approval, the only signature that we need is on a short two-page document agreeing to the annual payment schedule. Most of the heavy lifting is on us.



"I can't take on additional debt"

I understand. There are different ways to classify this for your business. I know that GreatAmerica can't give advice on what to do, but they can talk you through the options to see if this route would work.



"Our procurement policy doesn't allow for financed purchases"

I understand! We may be able to work with your team to align on internal policies. If this deal structure is important to getting this done, I can broker a call with the GreatAmerica team to talk through options.



"I'm worried about financing through a third party"

GreatAmerica is the largest independent lender in the U.S. Is there any specific information that would make you more comfortable?