



**BNP PARIBAS**  
LEASING SOLUTIONS



# Twogether

Providing the support to power your customers business to new levels.

**ASK YOUR CUSTOMERS ABOUT THEIR BUSINESS GOALS,  
AND THEY'LL BOIL DOWN TO ONE THING: GROWTH.**

They might be diversifying with new equipment. They might need to upgrade certain assets. Either way, you can be your customer's best option – by financing growth through leasing.

Leasing gives your customer access to the assets they need, but might not otherwise afford. They're no longer restricted by the capital they have available at that moment. Instead, you can arrange a monthly payment that's structured to fit their budget. This can facilitate a sale without pressure on your business to offer discounts.

Finance activates your own growth potential too. You can offer a full solution to fit your customer's precise needs, with competitive terms and the backing of a safe European bank.

*We're proud to partner with businesses just like yours, to finance the real economy and make growth happen – for all.*

**PERFORMANCE THROUGH PARTNERSHIP**

## THE BENEFITS OF USING LEASE FINANCE

- 1 BECOME A TOTAL SOLUTION PROVIDER:**  
Offering a full solution – asset plus finance – makes you a one-stop-shop, helping you to stand out from the competition.
- 2 NO NEED TO SQUEEZE YOUR MARGIN:**  
Because it's more affordable, leasing can encourage your customers to invest. According to our own research<sup>1</sup>, order sizes are typically 32% higher when made using finance rather than cash.
- 3 FASTER THAN CASH:**  
We will typically pay you within 24 hours of solution delivery. This instantly boosts your cashflow, avoids the need to factor invoices and reduces your debtor days.
- 4 AVAILABLE FOR ALL SIZES AND TYPES OF DEAL:**  
We can offer financing from just £1,000 to millions of pounds in value.
- 5 EASY-TO-USE PRODUCTS:**  
You don't need to change the way you work. No disruptive training sessions are needed in order to sell our products, although we can offer market-leading product training for your sales team, to help them overcome budget or price-based objections.
- 6 BUILD STRONGER CUSTOMER RELATIONSHIPS:**  
Because customers are paying with revenue budget, they can afford to keep investing with you – helping you to build stronger customer relationships.
- 7 YOU ARE IN CONTROL:**  
BNP Paribas Leasing Solutions is not a broker. You are fully in control of the customer relationship. That said, we do handle billing and administration, to take that hassle away from you.

<sup>1</sup> Source: BNP Paribas Leasing Solutions market research 2012.

## THE BENEFITS OF LEASING TO YOUR CUSTOMERS

- 1 THE ASSETS THEY NEED – WITHOUT COMPROMISE:**  
When spending cash, companies often compromise on the solution because of restricted budgets. Leasing lets them invest in what their business really needs and boosts the purchasing power of their annual budget.
- 2 FLAT, MANAGEABLE REPAYMENTS:**  
Our leasing solutions can cover the cost of the assets plus any initial implementation and consultation fees, as well as ongoing service arrangements – all within the same regular repayment. Your customers will have regular, predictable and therefore manageable payments for the lifetime of the contract.
- 3 PROTECTION AND REINVESTMENT OF VITAL CASH RESERVES:**  
Leasing is the most sensible way to fund investments that don't generate any direct revenue, like a telephone system, PCs, servers and printers. Your customer's cash reserves can then be spent on strategic activity that is designed to make money and expand their operations.
- 4 MORE COST-EFFECTIVE UPGRADES:**  
Leasing is a great way for customers to actively track and manage their technology estate. It helps them to upgrade any obsolescent asset to the most current solution, saving them expensive maintenance costs and business downtime as a result of breakdown - whilst keeping to the same, regular payment plan.
- 5 FASTER RETURN ON INVESTMENT:** In a deal financed by capital, return on investment can take years to achieve. With leasing, the returns are faster, and the benefits can far outweigh the payments made.
- 6 VERY FLEXIBLE END-OF-TERM OPTIONS:**  
Because payments are manageable, it's often very attractive for customers to start a new contract at the end of their term. We offer very flexible end-of-term options, and can arrange for customers to retain, augment, upgrade or return their assets as they wish.

## ABOUT BNP PARIBAS LEASING SOLUTIONS

**BNP Paribas Leasing Solutions is one of the leading providers of asset finance in Europe.**

In the UK, BNP Paribas Leasing Solutions has over 40 years' experience providing tax-efficient financing solutions for thousands of businesses across multiple sectors. Whether working with small and medium-sized enterprises, multinational companies or public sector organisations, our approach is the same: to create solutions that are tailored to help each customer meet their objectives. We're a stable business, backed by BNP Paribas, one of the strongest banks in the world.

## FIND OUT MORE

To find out more about our leasing solutions and how we can help you invest in new equipment efficiently, contact us on:

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