

A group of four business professionals in a meeting, looking at a laptop and documents. The image is overlaid with a dark purple semi-transparent filter.

For Suppliers:

The Benefits of Using Leasing In Education

In this brief document, we'll be showing you some of the key benefits of our unique sales-aid solution and how it will help you to close more deals and win more business.

If you have any questions after reading through this document, please get in touch.



What are the
Benefits for Your
Company?



Overcoming the Price Objection

Schools have limited capital, and with increasing budget cuts they're continuously tightening the purse strings making sure not to overspend. This often means compromising on their choice of equipment or putting off their decision entirely as other costs take priority. So how can you get around this?

By leading with a monthly rental figure it's less formidable and the school can more easily relate to the expense as it has a "unitised" number to compare it to. The school knows their budget per month, per pupil, per classroom etc. Therefore when you quote a monthly rental, you put your customer much closer to a cost justification... and you've grabbed their attention in the first couple of sentences.

A monthly figure gives your customers a number they can easily relate to. That helps you even if the customer doesn't lease.

Your customer wants to know what your equipment is worth, not what it costs. If it's worth more than you charge, they'll buy it. However the problem begins when you say "It costs £20,000", What does that mean? How much is that per month? Per pupil? Per class? Per whatever terms your customer thinks in?

Leading with a monthly figure overcomes this issue and the school sees less risk in a leasing proposition than having to outlay £20,000.



Generate

Larger Sales

Like buying a car, if the monthly cost is within your budget, you're going to choose the more modern, up-to-date version. School equipment, in most cases is exactly the same. If the school has enough in its monthly budget, they're going to want the best equipment possible. By spreading the cost over a few years, the school can acquire items with a higher value, without over spending.

This is great for you as it allows you to sell higher valued products to the schools, increasing your average order value.



Buy now, pay later with Deferred Payments

Deferred payments are an invaluable selling tool, which can help you to overcome those situations when you're confronted with "we love your product, however we've run out of budget."

Deferred payments become particularly relevant when schools are approaching the long summer break and are looking to acquire equipment, but are deferring their decision until budget is available.

This is a solution we can offer to select suppliers. If this is something you'd be interested in, please contact your account manager for more details.





Beat the Budget Constraint

Schools often feel their budget constraints their ability to provide for the school. As a supplier, you can help the school overcome this barrier by providing an easy to budget payment solution. Through spreading the cost, the school can acquire the equipment they want – when they need it.

If a school is looking to purchase some interactive whiteboards, using capital budget they might only be able to acquire 3 or 4 at a time. Our cost effective sales-aid plan, will give the school financial certainty and allow them to get all of the equipment they need, standardising the teaching environment in the process.



Repeat business with Upgrades

Your flexible F4E agreement makes upgrading equipment and getting repeat sales, easy. Just like a mobile phone arrangement, upgrading to new equipment is seamless as the school is in the habit of making monthly, quarterly or annual payments. Invariably there is no increase to the original payment and the school simply receives all the benefits of the new equipment.

It's a different story if the school has paid out a large cash sum in the past, the school will be reluctant to part with another large capital sum. Your flexible rental plan will allow for regular updates, upgrades or "add-ons" as the schools' needs develop. They're not stuck with the original configuration, as they would be had they paid cash.



Why work with
Funding 4 Education?



Keep it simple

Documentation

Our aim is to make the whole process as simple and straightforward as possible for you and your school clients. The school's focus should be solely on the equipment and certainly **not** on finance or leasing.

Many of our suppliers have achieved this by providing their own payment or service plan simply by rebranding our Agreement. In most cases the school is buying 'peace of mind' and the prospect of future satisfaction, service and support from their decision.

To make the whole process as easy as possible, we've created:

- Simple & easy to understand documentation.
- Rebrandable documents for a bespoke offering.
- A 'hand holding' service for schools if required.

funding⁴education AGREEMENT NO. _____

RENTAL AGREEMENT

OWNER'S NAME AND ADDRESS Technology Services Limited, PO Box 244, Wilmslow, Cheshire, SK13 3AN (TICK, "ST", "SURT")

Owner's Name: _____ ("First", "Year")
Owner's Address: _____

Qty	Equipment make	Equipment model	Equipment Description/Accessories	Revised/Refurbished	Equipment serial numbers	If Equipment location is different to business address please provide alternative address

This Agreement is for a Minimum Period of: _____ years and _____ months. This Period, less a month, is at the most: _____ including VAT.
When the Equipment is delivered, returned by at least: _____ Further Period of: _____ including VAT.

You will pay rental on a: Monthly Quarterly Annual. Rent starting from the date of delivery of the Equipment until this Agreement ends.

You will also pay an annual service fee of 20% (twice) which will be payable on each anniversary of this agreement.
We will arrange or recommend cover for the equipment on your behalf and the payments will be added to your rental. Tick here only if you do not wish us to include the cover:

KEY INFORMATION Your attention is brought to the attention of clause 4 of the attached Terms of the Agreement which outlines our liability for the Equipment.

YOUR SIGNATURE

This is a legal agreement. Sign it only if you want to be legally bound by its terms. (Please name(s) and position(s) of person(s) who have signed.)
Date: _____
Under this agreement the goods do not become your property and you must not sell them.

CONTACT DETAILS

Title: _____ Telephone: _____ Position: _____
Fax No: _____ Email address: _____
Name of school: _____

OWNER'S ACCEPTANCE (OPTIONAL) (SEE CLAUSE 4)

We (Technology Services Limited) sign to accept this Agreement.
Signature: _____ Date: _____
Technology Services Limited, PO Box 244, Wilmslow, Cheshire, SK13 3AN. Tel: 0800 0747 410 e-mail: info@funding4education.co.uk www: www.technologylimited.co.uk

INSTRUCTIONS TO YOUR BANK OR BUILDING SOCIETY TO PAY DIRECT DEBIT

Please complete form and send it to:
Technology Services Limited, PO Box 244, Wilmslow, Cheshire, SK13 3AN.
(Warning of account holders)

Originator's identification number: **SINDIBRO**
Technology Services Ltd, Ref No: **123456789**

Bank Building Society Account Number: _____
Branch and code: _____
Name and full postal address of your Bank or Building Society Branch:
To the Manager: _____ Bank or Building Society
Address: _____ Postcode: _____ Date: _____

Instructions to your Bank or Building Society:
Please use Technology Services Ltd (SINDIBRO) as the account credited on this instruction subject to the instructions covered by The Direct Debit Guarantee. I understand that this instruction may change with Technology Services Ltd and I will be alerted and be alerted electronically to the bank/building society.

Signature: _____

BANKS AND BUILDING SOCIETIES MAY NOT ACCEPT DIRECT DEBIT INSTRUCTIONS ON SOME TYPES OF ACCOUNT 10/14/12



Quick and speedy

Proposal Acceptance

For State Schools we can rapidly approve all proposals, and better yet, there isn't a minimum invoice value. For our premium suppliers, we are able to pre-approve proposals for State Schools. Get in touch with your account manager for more information.

Deals for Academies and Independent schools should be proposed as soon as possible and we will aim to give you an acceptance within 2 hours.

Deals for Nurseries are also welcome. As the majority of these are commercial entities, this will require credit approval which may take, on average, up to 4 hours.

Once processed, you will receive an e-mail confirmation of the acceptance, together with an appropriate reference number.



Quick, responsive

Payments

Once your equipment has been installed, and we are in receipt of your invoice, a completed agreement and a delivery satisfaction note, payment will be made to you within 24-48 hours. No longer do you need to wait 90 days before receiving payment, making it far easier for you to manage your cash flow – as you know exactly when you're going to get paid.





Keeping it human with our
Personal Service

Lets face it, no-one likes dealing with robots. Here at F4E you'll only work with humans. For better or worse, we'll work closely with your sales team and we're always here to help. Whether you need a morale boost or a last minute quote, feel free to give us a call and we'll help you however we can.



Knowledge is key

Training




We can provide you with complimentary sales-aid training which is aimed at showing your sales team how to use finance to their sell equipment, as opposed to selling finance. It will show them how they can increase their sales and provides them with ideas on how they can overcome the most common problem they face within schools, a lack of capital budget. The presentation lasts only 15-20 minutes and should you wish to incorporate this into one of your sales meetings, we'd be delighted to arrange this for you.



If you have any questions or require any more information, please get in touch. We'll help you anyway we can.

We're looking forward to working with you and your educational clients.



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