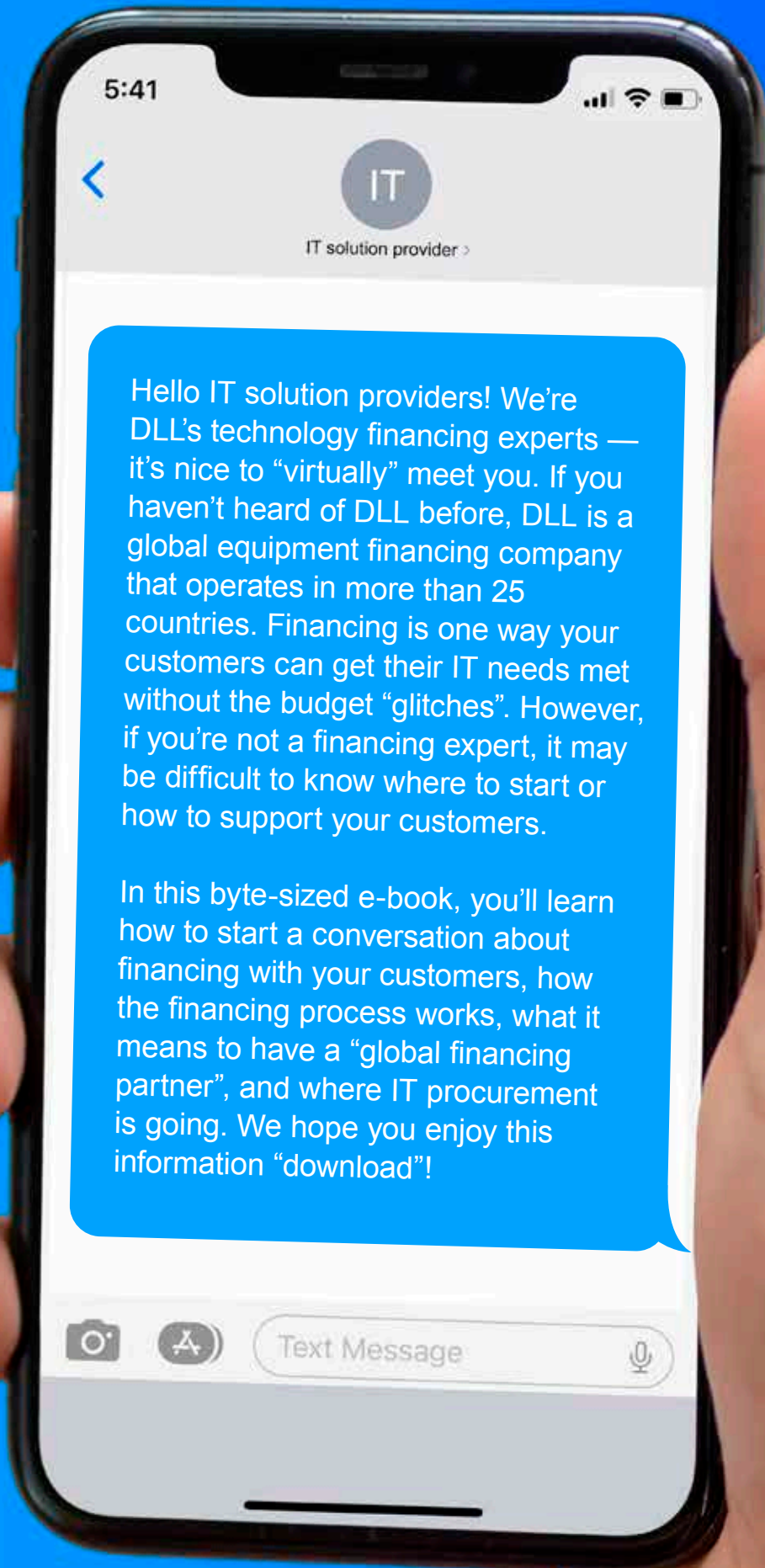


A woman with dark hair pulled back, wearing a dark blazer over a white collared shirt, is looking down at a smartphone she is holding in her hands. The background is a server room with blue lighting and server racks.

Byte-sized financing tips for IT solution providers

**Discover the benefits of tech leasing
for you and your customers**




Hello IT solution providers! We're DLL's technology financing experts — it's nice to “virtually” meet you. If you haven't heard of DLL before, DLL is a global equipment financing company that operates in more than 25 countries. Financing is one way your customers can get their IT needs met without the budget “glitches”. However, if you're not a financing expert, it may be difficult to know where to start or how to support your customers.

In this byte-sized e-book, you'll learn how to start a conversation about financing with your customers, how the financing process works, what it means to have a “global financing partner”, and where IT procurement is going. We hope you enjoy this information “download”!

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Five tips on how to start a conversation about financing

If you're an IT solution provider, the type of tech you are selling may differ depending on the customer's needs (devices, software, servers, etc.). However, there's one question your customer will always ask themselves: "how am I going to pay for this?"

This question has a variety of answers. Your customer could use cash, credit card, bank credit line, or leasing. With all the potential areas of friction in the sales process, don't let this question become an objection. In your tech sales stack/selling strategy, consider giving your customer multiple options on how they may invest in your technology, allowing you to problem-solve for them and enhance your solution.

What if you're not a finance expert? How can you help? It starts with a conversation with your customer. Here are five tips about how to do that.

1. Ask your customer about their business priorities

Let's say your customer needs to optimize and expand their operations. They want to buy the latest hardware and software from you to make that happen.



Ask them:

- What's your business goal with the technology?
- When and how do you expect to reach this goal?
- How many years do you plan to use the tech before upgrading to a newer version?
- How does your technology budgeting process work? Is this a capital or operational expenditure?
- What other technology investments will you need to make in the coming year(s)?

2. Obtain a finance partner and involve them early on

A good finance partner will answer you and your customer's questions from initial pricing inquiry to contract terms. They could even help plan for the best options at the end of term.

For example, if your customer wants to lease their devices with a planned refresh strategy, a good financing partner could work out those details. This means you can focus on finding your customers the best tech solutions for their needs.

3. Look at your customer's financials and make a case for how you can improve them

Oftentimes, technology purchases require substantial investment. Companies need to balance that investment with their other expenses and profit forecast.



Do your research. If your customer’s annual report is publicly available, read it—it could give insight into opportunities where you could help (i.e. where they could save money on tech spends, their upcoming business needs, and where you could provide your tech expertise).

Showing that you did your research and offering a personalized approach can put you ahead of competition.



Good to know

In addition to doing your research, here are some questions you can ask to learn more about their financial flexibility:

- How do you plan to pay for this technology (i.e. loan? Upfront cash?)
- How soon do you want to generate return on investment?
- How will this purchase affect your balance sheet?
- Which financial results are you optimizing for in the following year?



“In your tech sales stack/selling strategy, consider giving your customer multiple options on how they may invest in your technology, allowing you to problem-solve for them and enhance your solution.”

4. Include payment offers on every quote

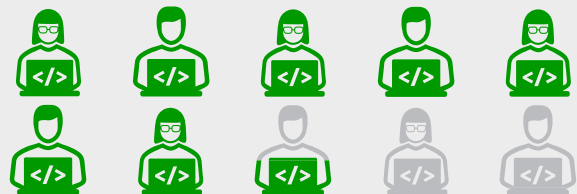
Your financing partner may help you by developing adaptive payment solutions—such as monthly, quarterly, or annual payments—with your proposal. By including financing, you not only give your customers options in how they pay, but depending on your financing partner, you may also give them the ability to mix and match services and products to provide them a unique solution.

For example, if your customer wants an easy, cost-effective way to manage upgrades for their employee laptops, including a payment offer with a partner who has experience in technology payment solutions could allow you to include the cost of tech upgrades into your service contracts. This kind of offering can spark interest and questions in the sales process that you can build on.

5. Make payment options an integral part of your company’s communications



Did you know that up to **70%* of IT decision makers** say the availability of payment options influences their vendor choice?



Your customers are often looking for signs that you can help them with this. Highlight that you can offer financing options in your conversations, sales materials, and on your website. Ask your finance partner to provide you with information and collateral (i.e. marketing materials about financing offers) you can use alongside your proposal, on your website or even in your direct marketing strategy.

References:

*International Data Corporation (IDC): Does Leasing Drive the Vendor Selection Process?, Doc:# US51793724, January 2024

As a solution provider, you’re always looking for something new to present to a prospect. Stand out from the competition by providing an answer to the “how am I going to pay for this?” question up front.



Demystifying the tech financing process

IDC forecasts that demand for IT leasing and financing for the top 25 markets “will reach \$434.6 billion by 2026 with an 8.4% compound annual growth rate (CAGR)*.” Just for comparison, the forecasted CAGR for total IT spending in the top 25 markets is 4.9%*. Now, how are you supporting this demand?

One way is by offering tech payment solutions.

Payment options, such as leases and longer-term payment agreements can complement your “total solution” — the software, hardware, or other tech you provide customers.



There are other perks too. Including payment options into your “total solution” often means you can:

- **Increase your sales volume.** In our experience, customers finance more when they can bundle hardware, software and services into one simple payment solution.
- **Boost your competitive advantage.** Adding payment options to your sales offering shows you understand your customers’ IT budget, spend strategy, and technology roadmap.

If you’re not currently offering payment solutions, adding leasing or financing into your sales stack is easy. And, like all good sellers, it’s important to understand the process. Let’s demystify it.

Step 1: Find the right financing partner

A good finance partner is someone who specializes in technology, can provide flexible options, and will answer you and your customer’s questions from initial pricing inquiry to contract terms. They could even help plan today, for end-of-term options to obtain new technology in the future.

For example, if your customer wants to lease their devices with a three-year device refresh strategy, and they want to do it globally, the right financing partner could help with payment solutions to fit that strategy. This means you can focus on finding your customers the best tech solutions for their needs.



Step 2: Add payment options to your sales stack

With the help of your financing provider, include payment options in your quote. Offering payment options can help your customers think about how their tech budget aligns with their cost and revenue streams. In fact, most customers don't realize their provider offers financing unless they quote it on their proposal. As an added benefit for you, offering payment options up front can help you bring in more consistent, long-term deals with refresh opportunities.

Step 3: Get your customer approved

Your customer might reach out with additional questions about your payment solution included in your proposals. A good finance provider will do the work for you. When a customer has a question, it's a great time to connect them with your finance partner.

If the customer would like to go ahead with the payment offer, your finance partner will do a credit check on your customer. In many cases, credit decisions can be made in minutes.

After a successful credit check, your financing partner will send your customer a contract to sign.



Step 4: Signed, sealed, delivered!

This is where all the "finish line" steps happen, including:

- Your customer and your financing partner sign the necessary documents.
- Your financing partner issues you a purchase order on behalf of the customer (this is where most solution providers book the sale).
- Your customer receives their technology (oftentimes, they'll sign a "certificate of acceptance" to confirm they've received the technology).
- And, once you provide the financing partner an invoice, you get paid for the full price of the products and services. Your customer will pay for their technology directly to the finance provider, according to the pre-agreed instalments.

Repeat these steps at the end of the term: keep your customer happy.

When your customer's lease contract is nearing end-of-term, a good finance partner will bring that to your attention.

Depending on the financing contract, your customer may have the option to:

- keep and own the equipment for the purchase option amount stated in the contract;
- return the tech if they don't need it anymore;
- Or, refresh or upgrade the equipment.

Being familiar with the different end-of-term options means you can work together with your financing partner on technology resale, upgrades, or other options your customer may need. For example, you may determine that you could offer your customer updated laptops and potentially keep the customer's payment the same. It's about showing your value to your customer and building long-term, trusted relationships.

References:

*International Data Corporation (IDC): Worldwide IT Leasing and Financing Forecast, 2022–2026: Top 25 Countries Experience Steady Growth, 2022, doc #US49299922, July 2022, p.3.

How finding the right global leasing partner is similar to finding your perfect match



By: **Mary J Raffaele**
DLL IT Financing
Expert

When I'm sitting across from an IT solution provider (virtually or in person) on a sales call, this is a common question I hear:

“We’ve heard from other leasing providers that they can provide global leasing support for our customers, but the support is often limited or doesn’t work out. How are you any different?”

I'm bringing up this question because if you need a leasing provider to support your global customers, you don't always know what to look for, and if you do, it takes time to find the "perfect match."

The search for the right leasing provider mirrors the search for the right significant other. Ok, ok, it's a bit cheesy, but hear me out. The same way you have a dating checklist when searching for a romantic partner, you should also have a checklist when selecting a business partner. You need to know what you want and ask the right questions to discover if this person or business partner is right for you.

Here's my checklist on how to find the right global financial solutions partner for you.

1. Set boundaries: Be clear on what you want

It's hard to find what you want if you don't even know what you want. The same applies for finding the right global leasing partner.



So, before you meet with any leasing partner, ask yourself:

- When it comes to paying for IT, what's a common question or problem my customers have? (i.e. are they trying to not dish out all their cash at once? Do they need a payment plan?)
- How many global customers do I have?
- What countries are these customers in?
- When I worked with a leasing partner before, what were the common roadblocks that came up for supporting my global customers? (i.e. legal contracts? Financial regulations in specific countries?)
- What were things I liked about working with the leasing partner?
- What made me "call it quits"? Were you about to close a major deal, only to learn that a service(s) couldn't be provided to one of your global customers? What's something that happened that you don't want repeated?



2. Do your research

We have all been there — your friend is dating someone new and the whole friend group comes together as a council to find out as much as they can about this new mystery person (often with a beverage of choice close by). How tall are they? What do they look like? Where do they work? Then, for the next couple days, the group chat becomes an expert research team. They check social media looking for mutual friends and keep an eye out for weird profile pictures (I won't go into depth on that — think we've ALL heard crazy stories!). The group gathers as much information as possible, because this is an important decision!



Do the same with the leasing company you're considering:

- Google search them; see what comes up.
- Search for any news articles about them.
- Go to their website and social media: look at their annual reports, "about us" page, and products and services pages.

3. Listen to your friends

As the saying goes, "people talk" — when it comes to dating, the same applies. How many of you have ever reached out to your friends to see if they knew the person you were interested in? There's no harm in doing some extra digging.

The same applies when it comes to finding a leasing partner. It never hurts to reach out to your professional network. On LinkedIn, you can typically see if people from your network are, or were connected to specific companies. If you find that someone you know is connected with the company (and you have a good relationship with them), reach out to them and ask some initial questions. This of course does not mean that you will always receive everything you wish to know, but it does allow you to gather preliminary information before you make a decision.

If you're wondering, "what would I ask without being awkward?" I got you. Keep reading.

4. The "talking stage" — Know what questions to ask

I think we've all been there at one time or another. You're on a date asking questions and chatting to get to know each other, but you quickly run out of topics. That's when you start looking around, checking your phone, or in general, trying to figure out a way to flee the situation (who knows, maybe you fake an urgent phone call).

So, when you're ready to talk to the leasing partner, here are some questions to ask that will help you determine if their global solutions will work for your customers. These questions will also help you understand them more as a whole.



- **I understand you provide global leasing solutions. Can you describe what that looks like in your company?** Think about this as the question you ask when you see something specific on someone's dating profile — maybe they've made a claim. Perhaps they have the world's largest cat. This question is a way to get that person (or in this case, the leasing company), to back up their claim.
- **What are some of the common challenges you've faced with providing global leasing solutions?** And, how did or have you overcome these challenges? This is the "baggage" question on a date, where you're trying to understand the person more on a personal level. By the way, baggage isn't a bad thing — we all encounter challenges in life, it's how you respond to those challenges that defines you. This question allows your leasing partner to explain how they approach challenges. Are they collaborative? Innovative? Flexible? Proactive?



- **I have customers that specifically need and value solutions for <blank>. How would you support them?** This is the “getting to the nitty-gritty” question. For dating, these could range from family values, interests, you name it — you want to get to the point. When it comes to providing global leasing solutions, this question will help you understand if this partner’s capabilities align with your customer’s needs. Each business is unique with unique challenges and attributes. You want a partner who accentuates the value of your company and is ready to tackle your specific challenges.
- **My customers are located all over the world. How will you support all of their needs in a variety of countries?** In life, you’re going to want a travel buddy (or maybe you want to stay home and be bored...your choice). So, knowing someone’s travel style is really important. In business, it’s critical to understand how a leasing partner’s global and local teams work together, and if they have team members who work and live in the local country. I can’t stress enough the value of local team members who understand the language, culture, laws, financial regulations, and all of the things to support a global customer. I see this all of the time in my work at DLL. The number one problem I hear about in calls with potential new partners is how they’ve struggled to find a finance partner with local country experience. At DLL, we created a dedicated Global Major Accounts team to help you navigate the complexities of global solutions and coordinate amongst our local experts in-country.
- **How do you communicate with your customers?** Do they email? Call? Text? You need to figure out how they communicate to see if it will work for you. For dating, I equate this to what’s someone’s “love language”?
- **What other companies do you work with to support customers?** As with someone’s friends and family, acquaintances are often a reflection of who they are. Other companies your leasing partner supports tells you a lot about their capabilities. Do they work with companies in your industry, with your geographic footprint, of the same size and scale? A proven track-record with a similar organization can give you the confidence to know this partnership will work out long-term. Do their third-party suppliers share your values around sustainability and DE&I? You need to see how well they connect with others, what connections they’ve formed over the years, and how those connections align with your company’s values.
- **How do you connect with your customers?** This is a great question where you can learn about their interests, community outreach, or anything culturally that may be important for you.



5. Don’t force anything

If you’ve gone through all of the initial questions, your research, and you feel it’s not going to work...move on. There are plenty of fish in the sea and you have to do what’s right for you and your customers. Also, you want to make sure you’re working with a leasing partner where you can have a long-lasting, positive relationship. Ditch the stress and drama of a bad fit. Life is too short.



Where are we going with IT procurement?

The world of IT procurement is changing. Supply-and-demand issues for sourcing IT components, and market and regulator demand for sustainable options, are often the cause of these changes.

In many cases, these changes are driving IT leaders to adopt circular IT solutions — models that ensure assets and their components are reused when possible and therefore do not automatically have a one-way ticket to the landfill.



To get an idea of where we’re seeing circular IT solution demand, according to Gartner®, “By 2030, 80% of hardware vendors’ product portfolio will be linked to circular initiatives, up from only 20% in 2023.”¹

What do circular IT solutions mean for you as an IT solution provider?

Circular IT solutions commonly address the “end-of-life” stages for your customer’s devices. “End-of-life” typically means the devices are past their prime—think about that phone with a scratched screen, or that laptop that takes a full 20 minutes to load an email attachment. This is also the time when your customers ask the “what now” questions: what do they do with the device? Recycle? Refurbish? Buy new? And, how do they determine what the best end-of-life option is? Many customers don’t have the time or background knowledge to answer these questions.

Here’s a way to visualize circular IT solutions. The picture highlights how organizations will need to find a way to integrate digital technologies and environmental goals. According to the Gartner article, “technology-enabled change can be blended with a more sustainable model of management of products that customers, environmental, social and governance (ESG) investors and regulators will insist on. Executive leaders can accelerate digital and sustainable alignment through the “nine Rs” model for digital circularity.”²

References:

¹ Gartner. IT Is Improving the Circular Economy (June 2023). (Author: Annette Zimmermann).

² Gartner. Digitally Enable the Circular Economy Using the 9 Rs Model (August 2023), (Authors: Mark Raskino, Kristin Moyer, Sarah Watt).

^{2a} Gartner (image). Digitally Enable the Circular Economy Using the 9 Rs Model (August 2023), (Authors: Mark Raskino, Kristin Moyer, Sarah Watt).

The Strategy Intersection Between Digital and Sustainability^{2a}



Source: Gartner



How do you offer circular IT solutions for your customers?

As per Gartner, “Sustainability products are driving growth. For example, in consumer packaged goods (CPG), sustainability-marketed products are just 17% of the market but delivered 32% of industry growth.”³ One of the reasons for this statistic is that oftentimes, businesses may not know how to add sustainable solutions.

One way you can support your customers with circular IT solution onboarding is by offering to add IT Asset Disposition (ITAD) into their device contracts. Typically, this addition is a minimal monthly cost and is where you can partner with a financial solutions provider. ITAD services often include device reuse, remanufacturing, and data erasure. It’s important to meet data erasure qualifications including International Standards Organization (ISO) 27001 or the National Association for Information Destruction (NAID) AAA.

Understanding ITAD solutions

We mentioned that device lifecycles address how devices are “reused.” In this case, reuse often refers to “remanufacturing” or “recertifying”/ “refurbishing” devices. While these may seem similar, there are minor differences between the classifications:

- Remanufacturing refers to an asset being returned to its original performance. Also, the warranty is the same or better than a newly manufactured product.
- Refurbishing/recertifying refers to when an asset has been repaired, cleaned, and had parts replaced to return it to as close to a new product as possible (including factory certification and minimum warranty coverage).

However, let’s say the devices you’ve sold can’t be reused. Recycling could be an option – you could manage ITAD services where the devices are taken apart to see what’s salvageable. Recycling device components can also help your customers mitigate supply chain issues.

How do your customers benefit from circular IT solutions?

Besides an effort to reduce e-waste, there are several ways customers can benefit from you managing device lifecycle solutions (via ITAD services) on their behalf.



Customer can often:

- **Get data validating their sustainability efforts.** Many businesses need data that supports their sustainability efforts. By managing their ITAD services, you can provide customers with reports highlighting overall device lifecycle data (i.e. how many devices they’ve reused, what’s happened to the returned device and confirmation of data destruction)
- **Stay current.** Technology is always changing. Providing your customers device lifecycle solutions means you can help them evolve with these changes in a sustainable, efficient, and in most cases, cost-effective and cashflow-friendly manner. Depending on your financing partner, device upgrades can be made in a way that fits your customer’s budget.
- **Increase employee satisfaction.** When cashflow or budget dollars are in question, businesses can often hold onto the devices they have, even when they’re past their prime. However, according to Gartner, “Succumbing to the financial temptation of extending the useful life of PC assets (e.g., to five or more years) can incur rising maintenance costs and risks significant reliability issues that can severely impact employee productivity and the user experience.”⁴

References:

³ Gartner. Climate Economy: A Clean, Digital and Circular Revolution (April 2023), (Authors: Kristin Moyer, Sarah Watt, Bettina Tratz-Ryan, Lauren Wheatley, Aapo Markkanen)

⁴ Gartner. When to Purchase, Lease or Use PC as a Service (February 2023), (Authors: Autumn Stanish, Stephen Kleynhans, Katja Ruud, Rob Schafer, Sunil Kumar)



When employees have the right technology, that leads to engagement and retention. In fact, a Harvard Business Review article cited these sky-high stats: “Employees are 230% more engaged and 85% more likely to stay beyond three years in their jobs if they feel they have the technology that supports them at work, according to Qualtrics.”⁵

How do you benefit from offering circular IT solutions?

In addition to being a trusted advisor, circular IT solutions give you the opportunity to develop ongoing relationships with your customers. Device lifecycle data you supply customers via the ITAD services opens the door for further conversations. For example, they might see they’re recycling less of a specific device and ask for advice. Or, perhaps they want to look at other cost-effective ways to reduce the amount of packaging for their tech products.

Additionally, you’ll set yourself apart from the competition. Circular IT solutions give you insight into various aspects of your customers’ business: cashflow, operations, supply needs, etc. You can use this information to provide the best service and advice to your customers. As well, you’ll stay ahead of the curve by understanding this new means of IT procurement and management.

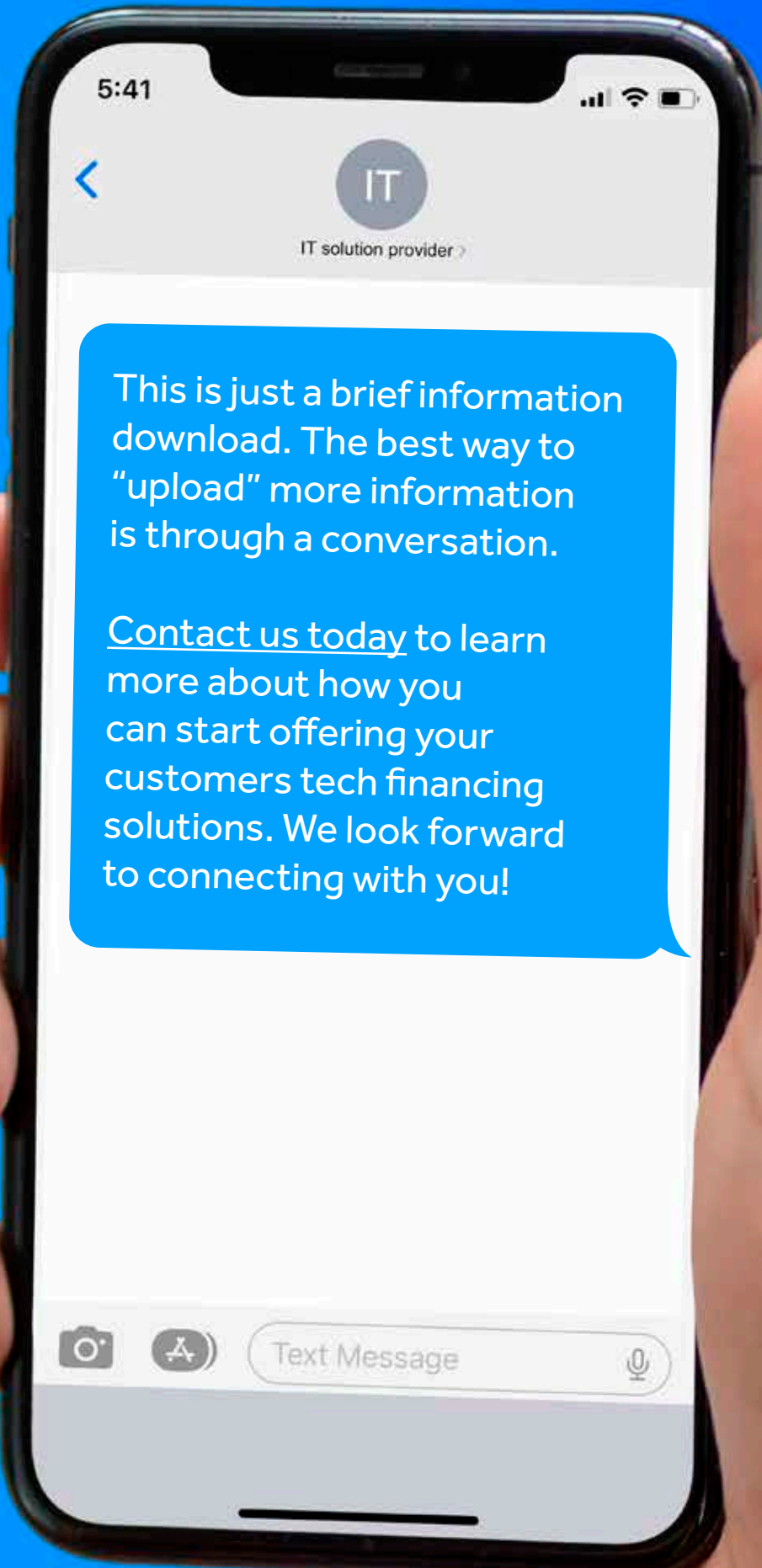
Disclaimers:

In making its decision to enter into a financial product, the customer shall rely upon its own accounting, tax, legal and other professional advisors. Without limiting the foregoing, the Finance partner shall make no representations or warranties regarding the accounting or tax treatment of the financial product.

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References:

⁵ Harvard Business Review. (2022). [In a Hybrid World, Your Tech Defines Employee Experience](#). (Authors: Brad Anderson and Seth Patton).



This is just a brief information download. The best way to “upload” more information is through a conversation.

Contact us today to learn more about how you can start offering your customers tech financing solutions. We look forward to connecting with you!