

CASE STUDY - PHYSIOTHERAPY EQUIPMENT

BNP Paribas Leasing Solutions were asked to work with a manufacturer of physiotherapy equipment. Their business had recently launched in the UK and whilst the reception to their product was excellent, they wanted to increase their conversion rates.

Their key challenge was securing commitment to order the £45k equipment. Despite the obvious benefits of the equipment to the end users and the revenue it could generate for the operators, a hurdle to overcome was the upfront cost.

Key Account Manager, Ian Swindell, worked closely with the manufacturer to discuss how integrating leasing into their sales process could help overcome these objections and help their sales performance. As part of this strategy a "Finance Unlocked" session was delivered by Head of Partner Training, Andy Milsom.

The end result?

The dealer sales team can still discuss cash sales, but are now equipped to introduce the concept of monthly cost via a lease to demonstrate how acquiring new equipment can be made more affordable. This has provided them with more opportunities to sell to all customers, not just those with the cash available to buy equipment outright!

PHYSIOTHERAPY EQUIPMENT



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