The Power of Quoting a Monthly Payment
Introduction

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The Digital Disruption has already happened

- Largest taxi company owns no taxis (Uber)
- Largest accommodation provider owns no real estate (Airbnb)
- Largest phone companies own no teleco infra (Skype, WeChat)
- World’s most valuable retailer has no inventory (Alibaba)
- Most popular media owner creates no content (Facebook)
- Fastest growing banks have no actual money (SocietyOne)
- World’s largest movie house owns no cinemas (Netflix)
- Largest software vendors don’t write the apps (Apple & Google)
The digital disruption
iPhone like Refresh

• $90 / month for 24 months
  – Unlimited Talk
  – Unlimited Text
  – Unlimited Data
  – Includes iPhone

• Rinse & Repeat
  – Same Payment
  – Newest Device
Millenials are the largest generation in US history! Bigger even than the Baby Boomers.
“To close the deal, I had to make some minor concessions.”
INTERNET OF THINGS
Opportunity
Ownership Challenges
Protect Profit Margins
Customer Stickiness
Cash Purchase

List Price is $50,000
Monthly Payment

$1,000 / Month
Why Finance Technology?
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In 3-5 years what will the customer own?
“If it appreciates, own it.
If it depreciates, rent it.”

- J. Paul Getty
“There’s more than one way to catch a mailman.”
Know your audience.

analytically brilliant
believes in aliens
actually prefers typewriters
loses sleep over inefficiencies
“OK, so there’s a pain point.”
BREAKING NEWS
Make Equal Monthly Payments (12 or 24 months)

Purchase Date
Receive your club(s)

Continue Payments (6 Months)

Pay-Off Date
Own your club(s)

Upgrade Eligible Date
Choose to upgrade & start a new payment plan
Not All Revenue is Created Equal
Qualifying Questions

• Do they want to own it or do they want to have use of it & the service & support to maintain it?
Process Example

Customer’s Payment $2,864
Amount Paid to Partner $45,126.80
Monthly Recurring $1,929.42
GreatAmerica Monthly $934.58
GreatAmerica pays Solution Provider $45,126.80 upfront
GreatAmerica pays Solution Provider $45,126.80 upfront

GreatAmerica invoices customer $2,864
GreatAmerica pays Solution Provider $45,126.80 upfront

GreatAmerica invoices customer $2,864

Customer pays invoice
GreatAmerica pays Solution Provider $45,126.80 upfront

GreatAmerica invoices customer $2,864

Customer pays invoice
- GA keeps $934.58
- Solution Provider ACH’ed $1,929.42
The Pessimist Says:  

The Optimist Says:  

The Sales Rep Says:  

“Let’s talk about the benefits of ice.”
$2,000 per month

• On average there is 172 hours in a work month.

• $2,000 / 172 hours = $11.63 per hour

• They can hire you to take care of their IT needs for $11.63 per hour.
$11.63 per hour

Won’t have these costs

- No Vacation
- No Sick Time
- No Medical
- No Dental
- No 401k
- No DRAMA
or....

• Ask them much a year would they look to hire an IT Professional to run their Systems?
• If they say $45,000 to $50,000…use the lower of the 2
• $45,000 / 12 months = $3,750 per month
• They can hire you to take care of their IT needs for $2,000 per month.
Again…$2,000 per month

Won’t have these costs

- No Vacation
- No Sick Time
- No Medical
- No Dental
- No 401k
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Not All Revenue is Created Equal
Reach out to GreatAmerica
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