



HARD WORK • INTEGRITY • EXCELLENCE

The Power of Quoting a Monthly Payment



Introduction

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HERE, GREATAMERICA.

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



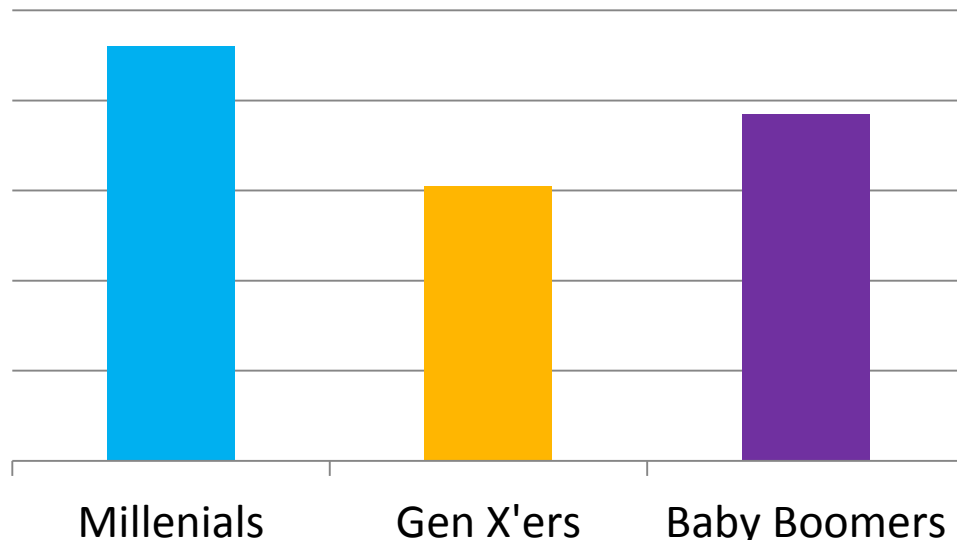
iPhone like Refresh

- \$90 / month for 24 months
 - Unlimited Talk
 - Unlimited Text
 - Unlimited Data
 - Includes iPhone
- Rinse & Repeat
 - Same Payment
 - Newest Device



Millennial Generation

Millennials are the largest generation in US history! Bigger even than the **Baby Boomers**.





HERE. GREATAMERICA.

“To close the deal, I had to make some minor concessions.”

INTERNET OF THINGS







~~Threat~~

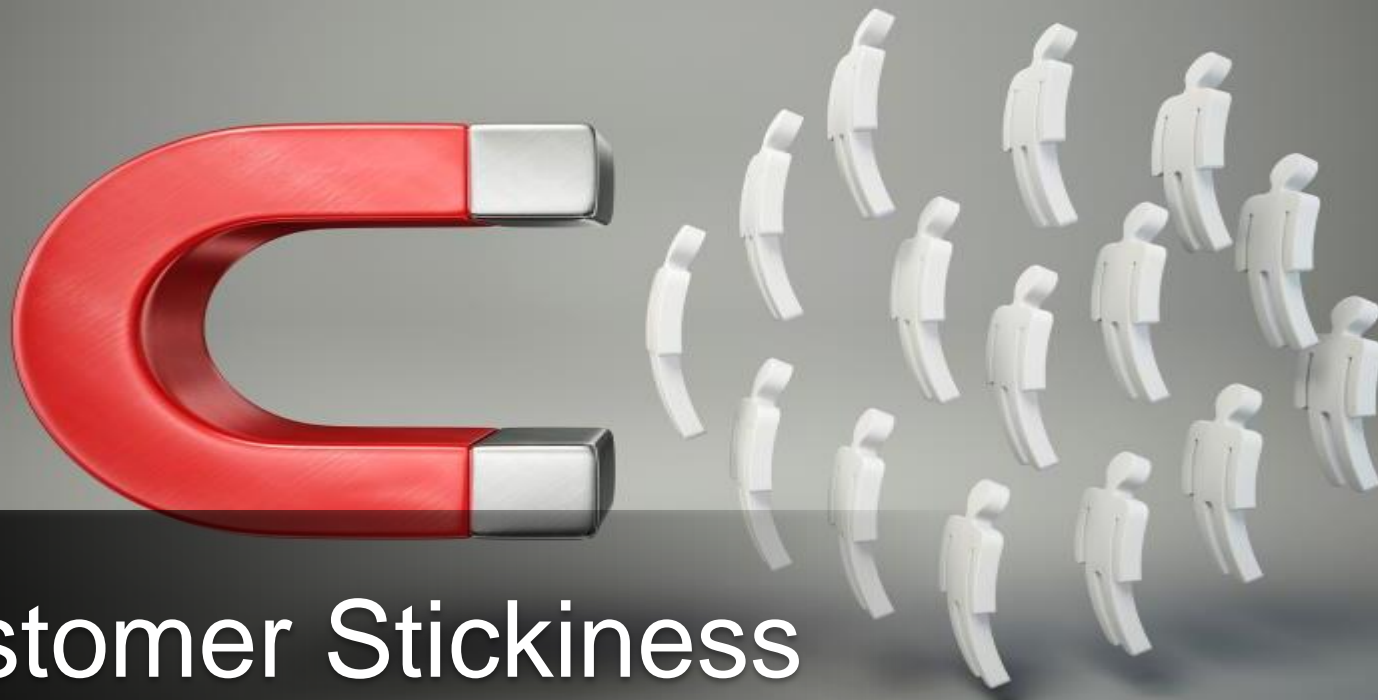
Opportunity

A close-up photograph of a person's hand holding a set of keys. The hand is positioned over an open palm, suggesting a transfer or offering. The background is blurred, focusing attention on the hand and keys.

Ownership Challenges



Protect Profit Margins



Customer Stickiness



THOUGHT/PROCESS

Cash Purchase

List Price is \$50,000



Monthly Payment

\$1,000 / Month





Why Finance Technology?



Why Finance Technology?



Why Finance Technology?

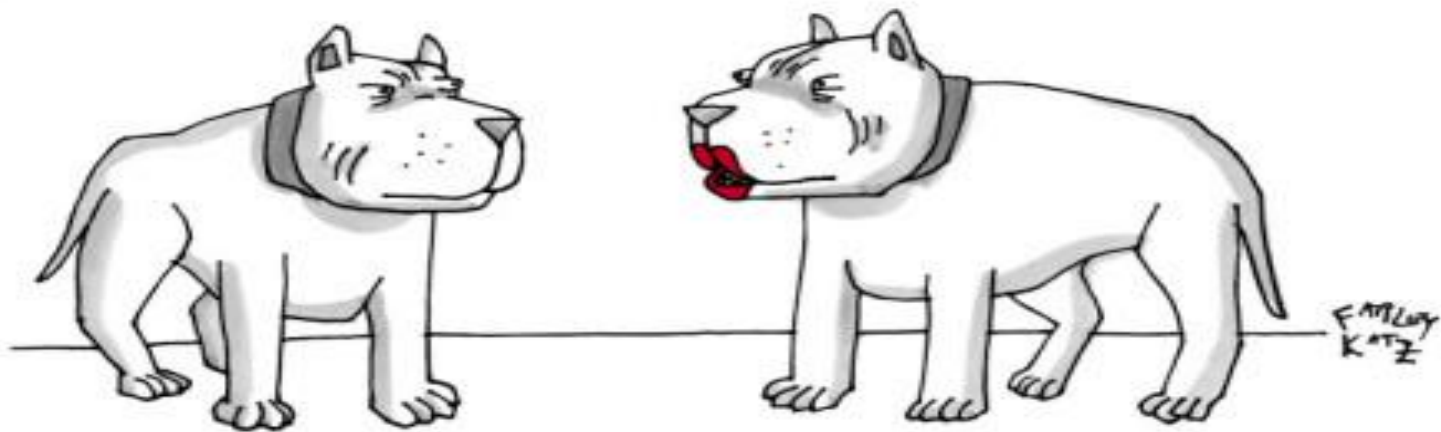


In 3-5 years what will the customer own?

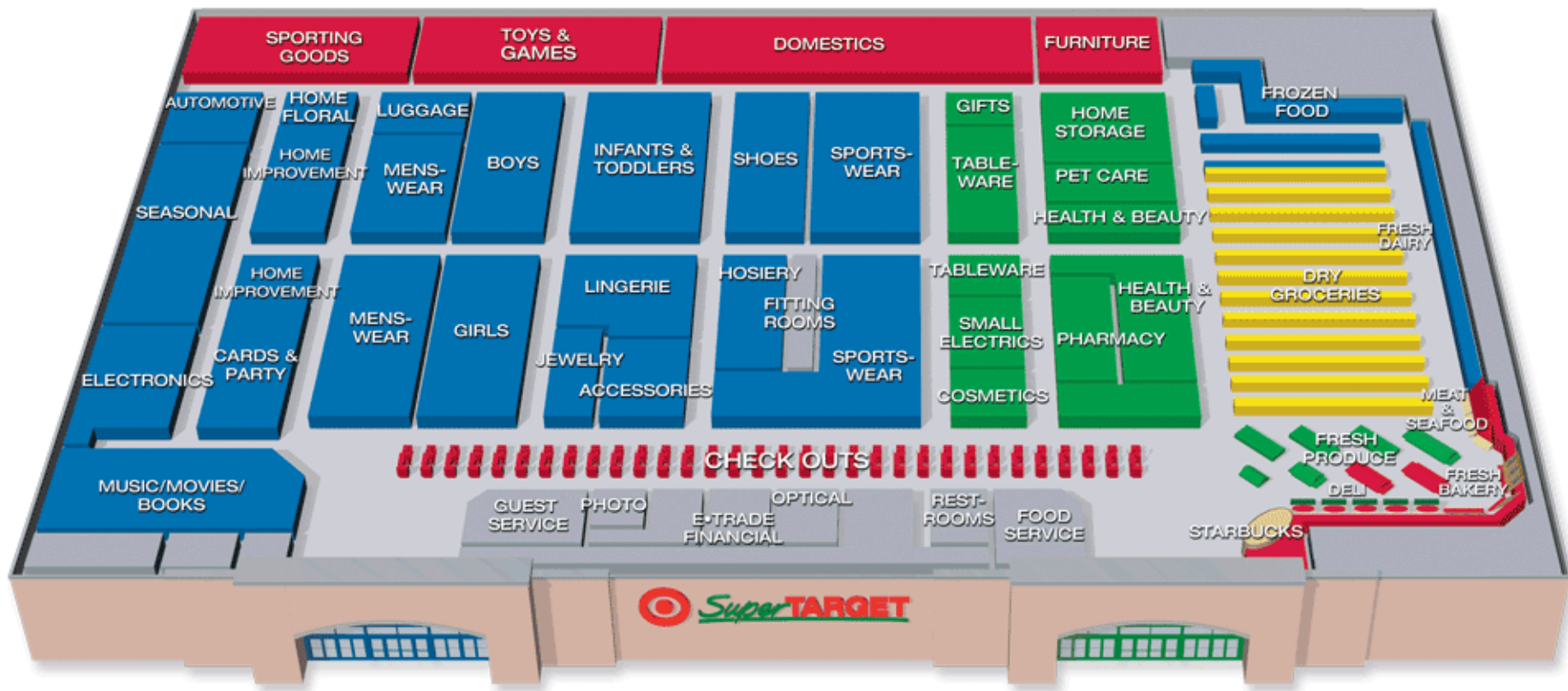


“If it appreciates, own it.
If it depreciates, rent it.”

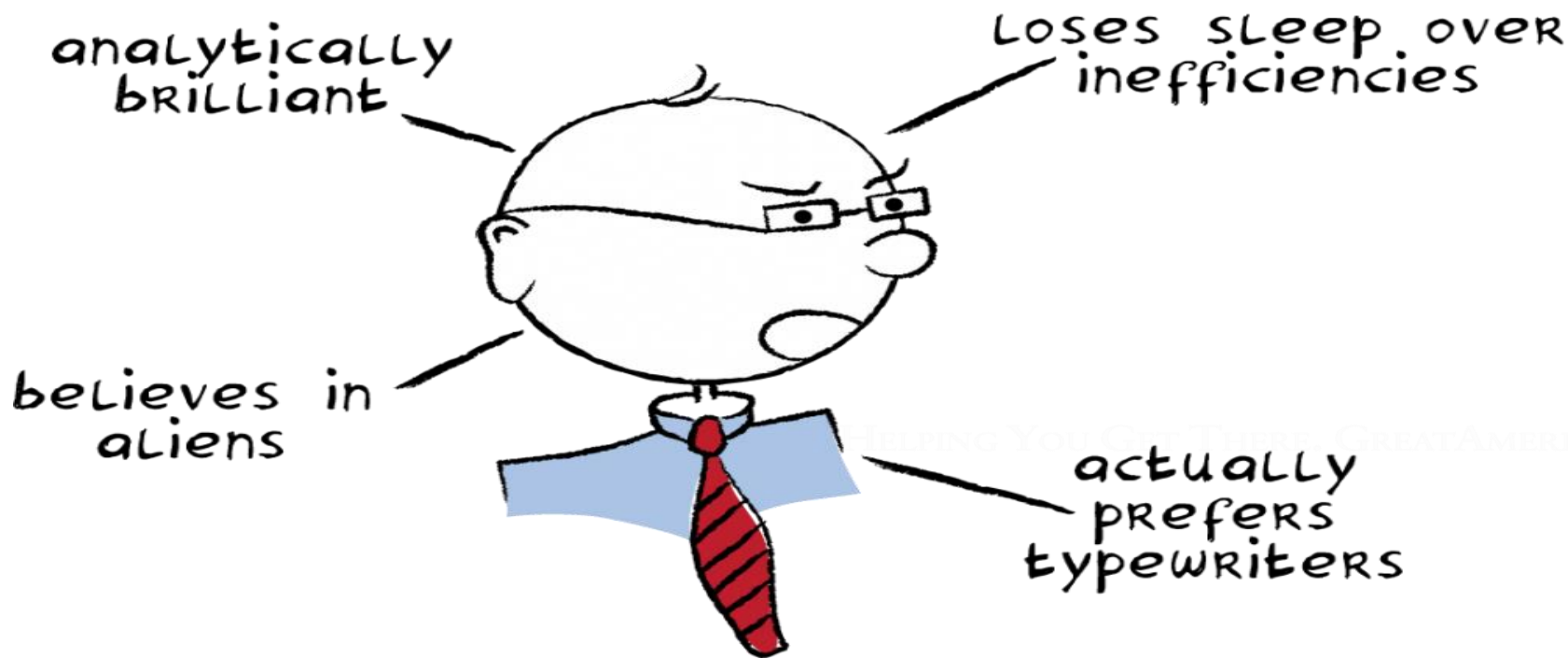
- J. Paul Getty



"There's more than one way to catch a mailman."



Know your audience.



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WWW.ANDERTOONS.COM



"OK, so there's a pain point."

GREATAMERICA.



The background of the slide is a photograph of a red running track curving through a green field. The word "START" is painted in large, white, bold, sans-serif capital letters on the track surface, angled to follow the curve of the track.

START



BREAKING NEWS





THE TURN

TAYLORMADE UPGRADE PROGRAM

Make Equal Monthly Payments (12 or 24 months)

Purchase Date
Receive your club(s)



Continue Payments (6 Months)

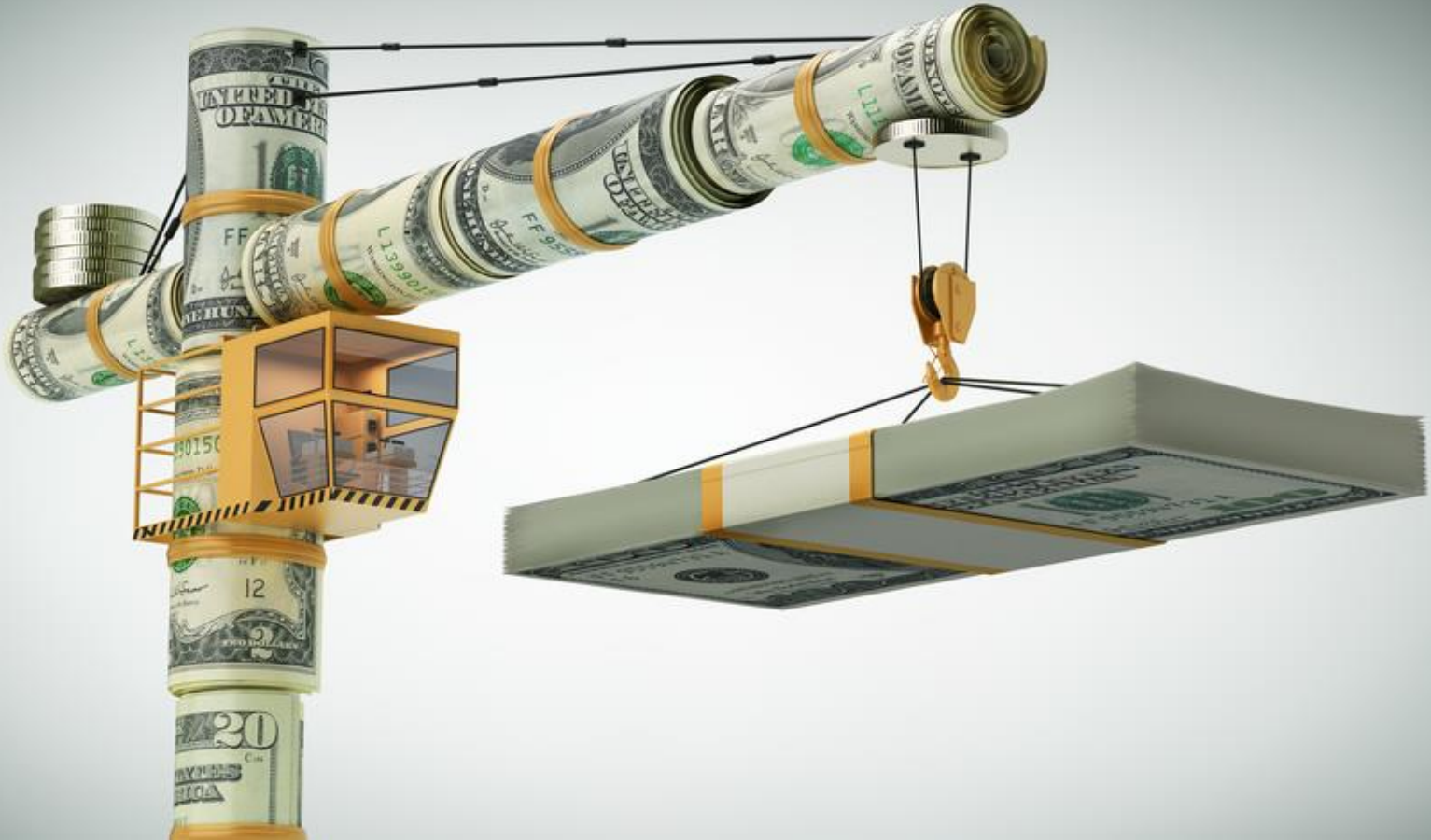
Pay-Off Date
Own your club(s)

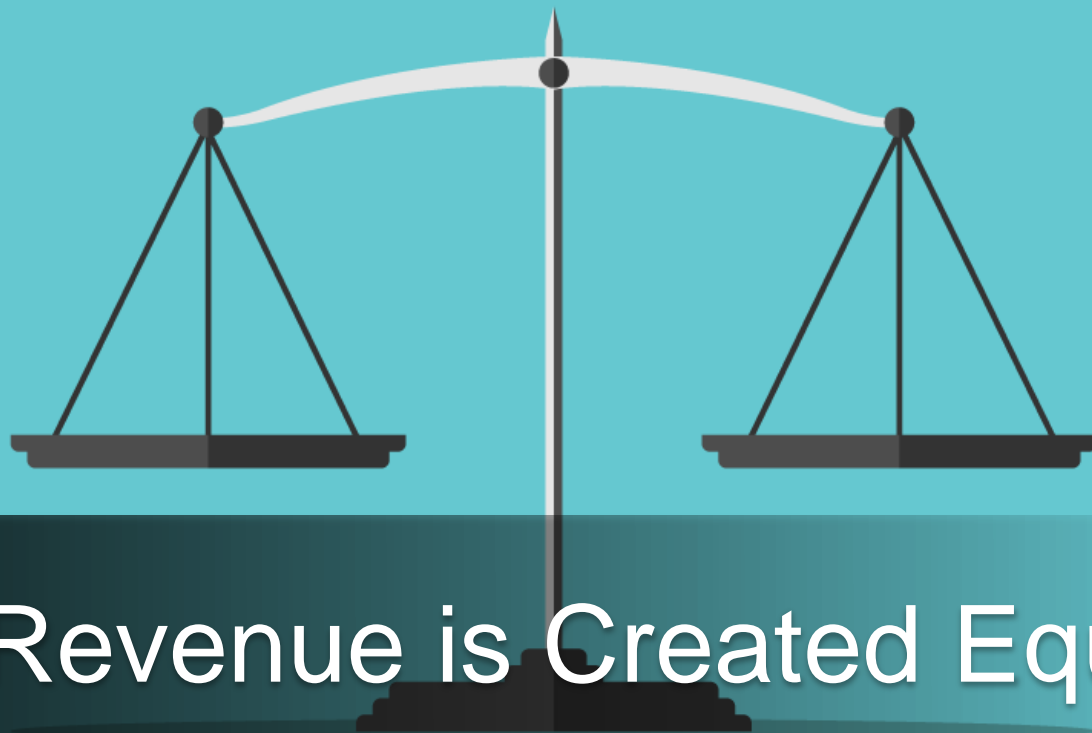
Upgrade Eligible Date

Choose to upgrade & start a new payment plan









Not All Revenue is Created Equal

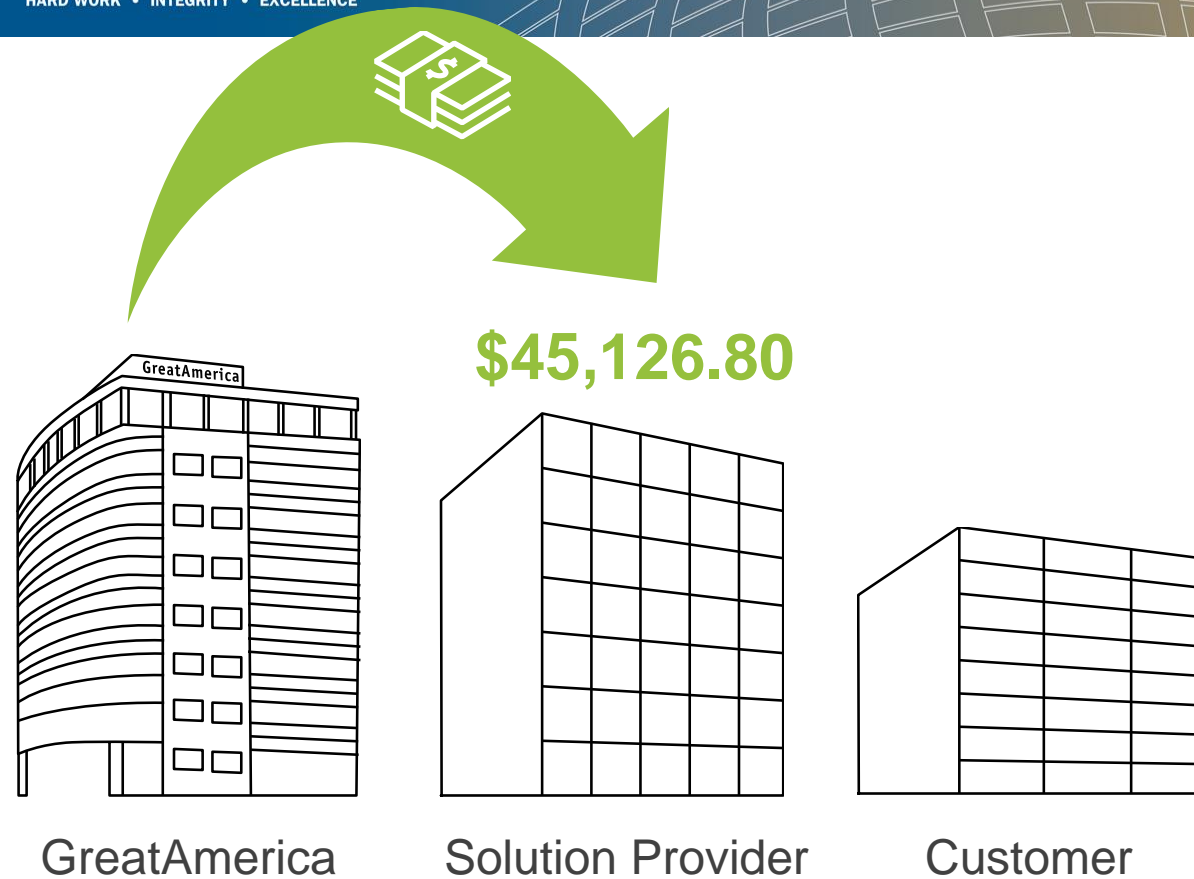


Qualifying Questions

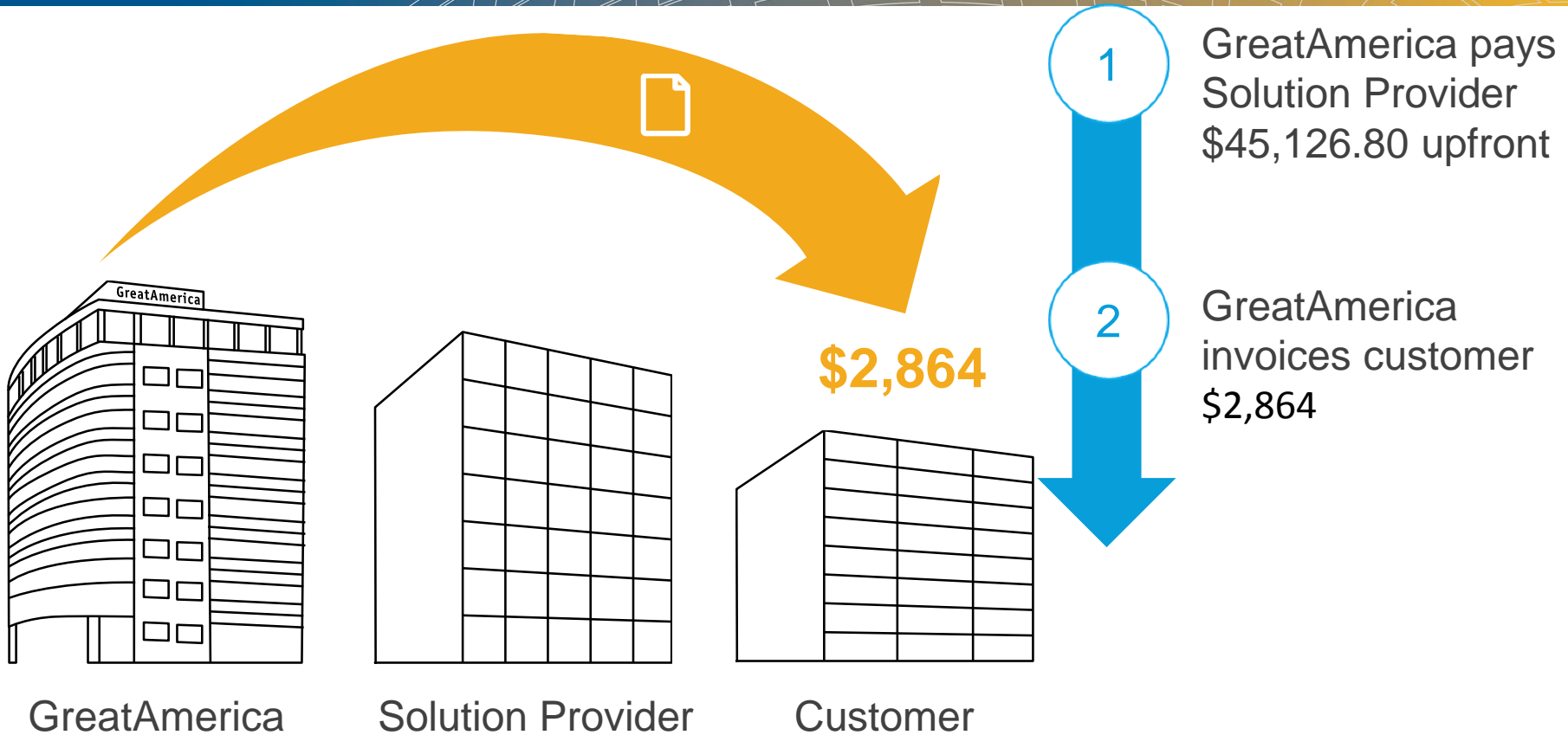
- Do they want to own it or do they want to have use of it & the service & support to maintain it?

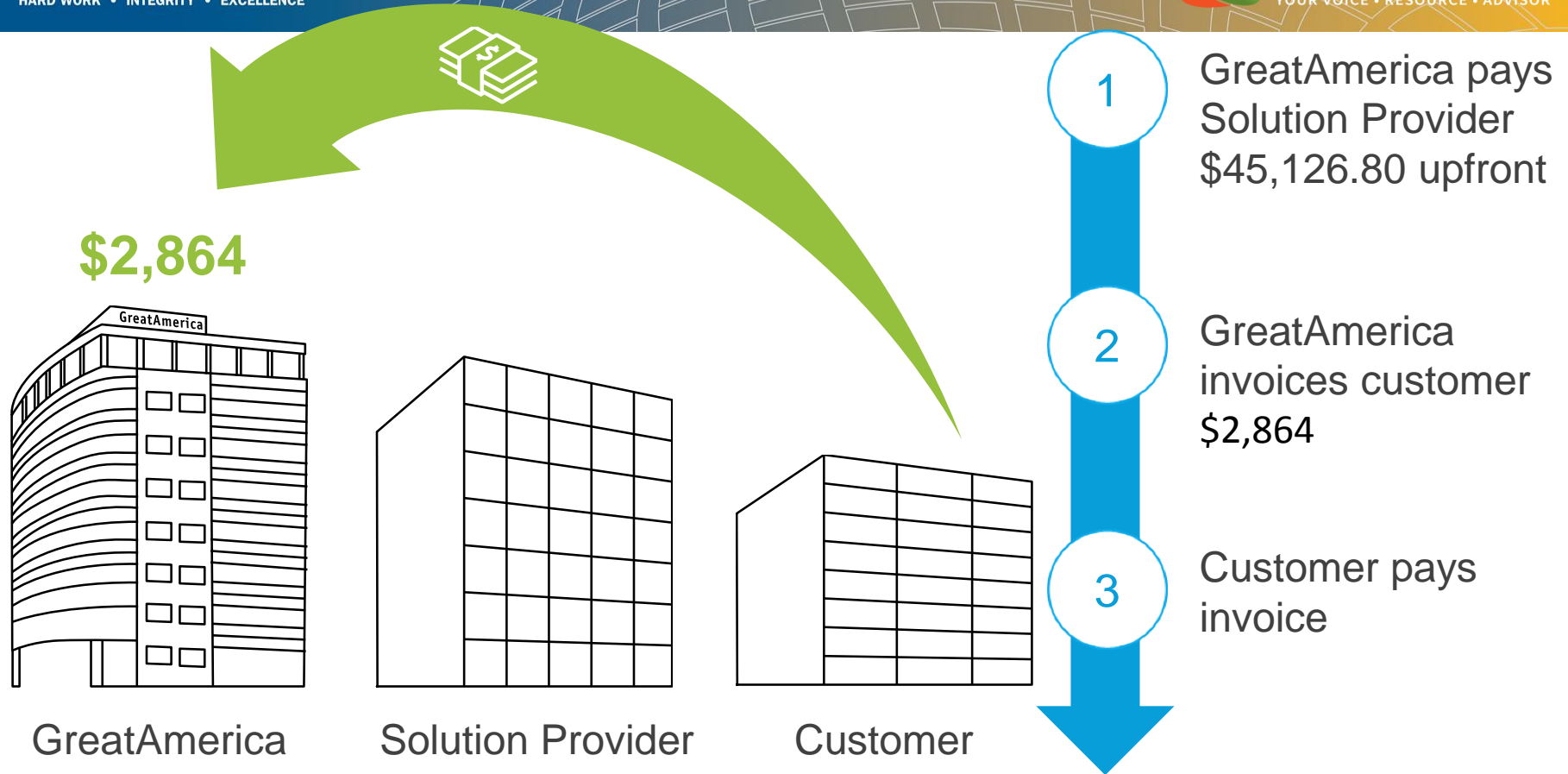
Process Example

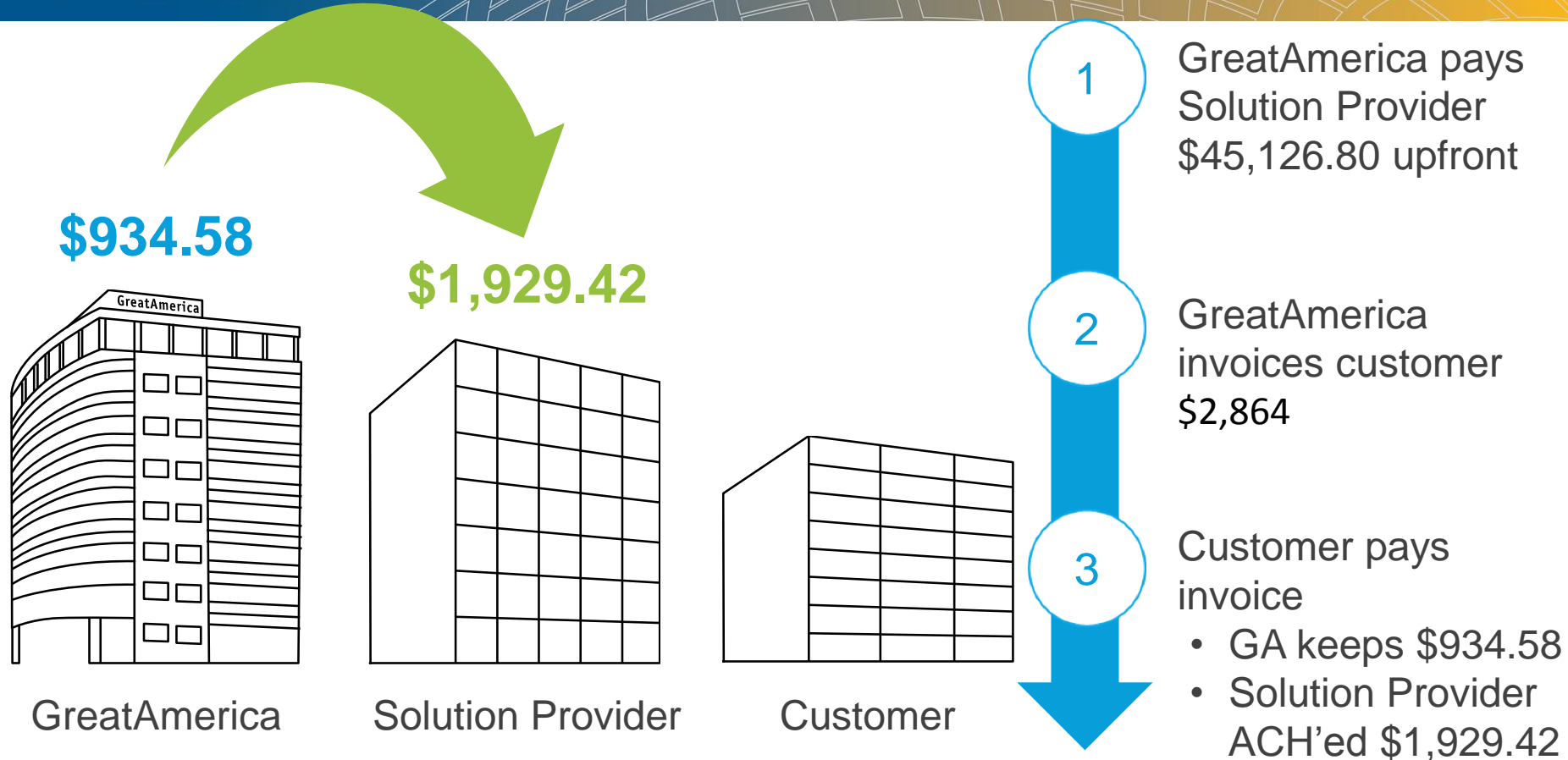
Customer's Payment	\$2,864
Amount Paid to Partner	\$45,126.80
Monthly Recurring	\$1,929.42
GreatAmerica Monthly	\$934.58



GreatAmerica pays
Solution Provider
\$45,126.80 upfront







Perspective

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 \text{ 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
- $\$45,000 / 12 \text{ months} = \$3,750 \text{ per month}$
- 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
- No DRAMA









Not All Revenue is Created Equal

**Reach out to GreatAmerica
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