



Programme Data Sheet

a programme designed for success

The Technology Leasing Signature Vendor Partner Programme, is the next generation in our service delivery solutions, built to help partners succeed in expanding their business and to increase their profits in the small and mid-sized business (SMB) market, by using the strengths of Asset Leasing.

Signature is a three tier programme with new additional elements created to allow participating Vendors, Value Added Resellers (VAR's) and Independent Software Vendors (ISV's) to fully integrate a robust, out-sourced, branded leasing solution into the business, with the real benefit of increased order values and profits.

The Technology Leasing Signature programme provides a strong framework of tools that makes it easy for partners to close more profitable business.

Signature enables partners to: -

- Increase Profitability
- Increase Margins
- Free Cash Flow
- Grow Market share
- Increase Visibility

The new programme will foster mutual growth and provide partners with a vital out-sourced business resource that will deliver real client and business value. The unique programme fundamentals include: -

- Low Lease Rates
- Named HQ Contact
- Partner Website Lease Calculator
- Partner Branded Phone Line
- Branded Lease Proposal Documentation
- Sales Team Lease Training Sessions
- Incentive Programmes

Also: -

LeasePoints - A three tier format, which allows for additional lease rate benefits, recognising partner business and sales development values.

'LeasePoints' a three tier business support system recognising and rewarding partners of varying sizes with a competitive lease' HeadRate'. Partners earn LeasePoints giving the ability to be promoted up the various tiers as increased levels of business are signed via Signature. A LeasePoint is earned for every £10,000 of leased business. Therefore, 50 points, promotion to tier 2; 200 points promotion to tier 3. LeasePoints will also be used in the Signature incentive programme.

Tier 1 – Partners with lease values up to £500k per annum.

Tier 2 – Partners with lease values from £500k to £2m per annum

Tier 3 – Partners with lease values above £2m per annum

'HeadRate' is a crucial component of Signature. Although leasing equipment, software or services is tax efficient for clients being able to offer further benefits by way of very keen headline leasing rates assists' clients in decision making and partners in closing more profitable business. Partners within each tier will receive a sharp headline rate for client leasing deals.

'FlashRate' delivers to partners very keen lease rates at specific times of the annual business cycle where traditionally business levels are low. The FlashRate component will assist partners sales teams to close deals and meet targets.

Named HQ Contact - Each partner is allocated a specific, lease contact within Technology Leasing Head Office. The partner HQ contact will deal with and be aware of the progress of each lease proposal, issue lease documentation and communicate with the partner. This will eliminate time delays, confused information and frustration on the part of the partners management team.

'WebCalc' is a Web enabled Lease Calculator & Proposal Form. Partners will have access to a lease calculator and proposal form that will be integrated into their website. WebCalc will offer partners a very useful and flexible tool to interact with prospect visitors to their websites, driving additional business directly from the website.

'LeaseLine' is a partner branded telephone line. Partners are issued with a unique 0870 number, the number will be available to both partner management teams, sales teams and more importantly to their clients. Phone calls made on the partners LeaseLine number will be answered by the Technology Leasing Signature department in the partners name, giving seamless continuity to partner teams and clients. Partners have all the benefits of an in-house lease team without the administration, cost or management.

Branded Documentation as part of the programme, partners are issued with and have access to, branded lease proposal documentation. The forms will reflect the partners own logo, branded contact details. Again offering seamless integration for sales teams and clients, alike.

Sales Training Sessions for partners to gain the most value from the Signature programme, sales team will have both initial and on-going training on 'Leasing for Profit'; a sales training plan on the simplicity of leasing as a sales tool, how to use leasing in a selling situation, how to leverage more profit by up selling and eliminate discounting. With 83% of UK businesses using leasing as a solution to acquiring equipment, software and services, if a vendor does not offer a leasing solution, loss of business is a reality.

Incentive Programmes in conjunction with LeasePoints incentive programmes are offered to partners. Your Regional Director will communicate these incentives.

Why Have a Leasing Solution?

- 83% of UK businesses use leasing to acquire equipment, software or services.
- In quarter 1 2006 the Asset leasing market grew by 14% in total.
- Plant, machinery and equipment saw the largest increase in quarter 1 2006, growing by 23%.
- Software leasing grew by 14% in quarter 1 2006.
- For deals up to £250,000 leasing is the most popular way of funding, with over 50% of total deals leased.

If your business is not offering clients a lease solution as a major component of your sales 'pitch' or deals signed by your sales team have less than 80% completed using leasing as the payment solution, then the fact is you are potentially missing out on profitable business. Signature is for you.

Call 0141 248 7676 to organise a meeting with your local Regional Director.



SIGN MORE BUSINESS



ASSIST CLIENT INVESTMENT



A TRUE PARTNERSHIP



INCREASE YOUR PROFITS



VENDOR PARTNER PROGRAMME