

smartstories

One VAR closes large deals — and expands its business offering — with leasing support from Ingram Micro.



In early 2007, solution provider Nu-Age Industries faced a dilemma. In order to close a \$75,000 deal with a construction firm, it needed to get the customer on board with leasing.

The customer, who had some bad experiences with leasing in the past, wasn't so sure.

Nu-Age Industries' owner, Tony Chillino, turned to Ingram Micro's leasing team for help.

"We worked with the firm to explain the leasing process and during a simple 15-minute phone call, gathered all the information we needed to get them approved quickly," said Camille Hammer, an Ingram Micro leasing specialist.

"It was a very straightforward process, and they seemed to have a very positive experience."

Indeed, the customer was so satisfied, it placed another \$20,000 order with Nu-Age Industries a few months later — again choosing Ingram Micro Preferred Leasing for its financing option.

"I attribute the success of both of these sales to Ingram Micro's smooth and streamlined leasing process — not to mention Camille's knowledge and expertise," said Chillino. "We would not have been able to close these deals, otherwise. Ingram Micro Preferred Leasing makes the process easy

and is always a pleasure to work with on every deal."

Today, Nu-Age Industries continues to increase its use of leasing in its business model — having closed more than 14 leasing deals in 2007 alone. Thanks to this service, the company's overall business is up, as are its profit margins.



Nu-Age Industries West Nyack, N.Y.

Market Segments
Healthcare, finance

Challenge
In order to close a large sale, a solution provider needed to overcome a customer's previous bad experience with leasing.

Solution
The Ingram Micro leasing team worked with the customer to gain a quick approval and change his mind about the process.

Customer Benefit
The solution provider not only closed additional leasing deals with the customer, it secured a new service offering for its business.