

Customer Financing Case Study



Discover How a Coaching Business Increased Sales by \$141,000 in 30 Days, During a Global Crisis, Using A New Financing Strategy That Approves Everyone

The Background

Company

This business offers professional coaching to its clients.

Context

The business does a great job of marketing and generates ample prospects. They implement a few of Flexxbuy customer financing options and even with that, have a high number of people who get declined.

Objective

Find a solution that can enable the business to enroll every person that wants to move forward without incurring meaningful risk.

The Sales Close Dilemma- Getting Paid

Option 1

The Standards

Credit or Debit Card

Option 2

Flexxbuy Customer Financing

One Application
Submitted to Multiple
Lenders

Option 3

The Fallback

What To Do With People
That Can't Use Option 1
And Are Declined By All
Lenders In Option 2?

The Solution



Flexxbuy's EZPay Plan Plus Guaranteed In- House Financing Program

In House Payment Plan Solution
That The Business Controls Where
All Customers Are Approved .

- Scheduled monthly payments are made to the business even if the customer defaults.
- Amounts from \$300 to \$20,000
- Terms of 12 to 48 months
- No discount fee to the business on payments made by the customer (business receives 100 percent or the sale amount)

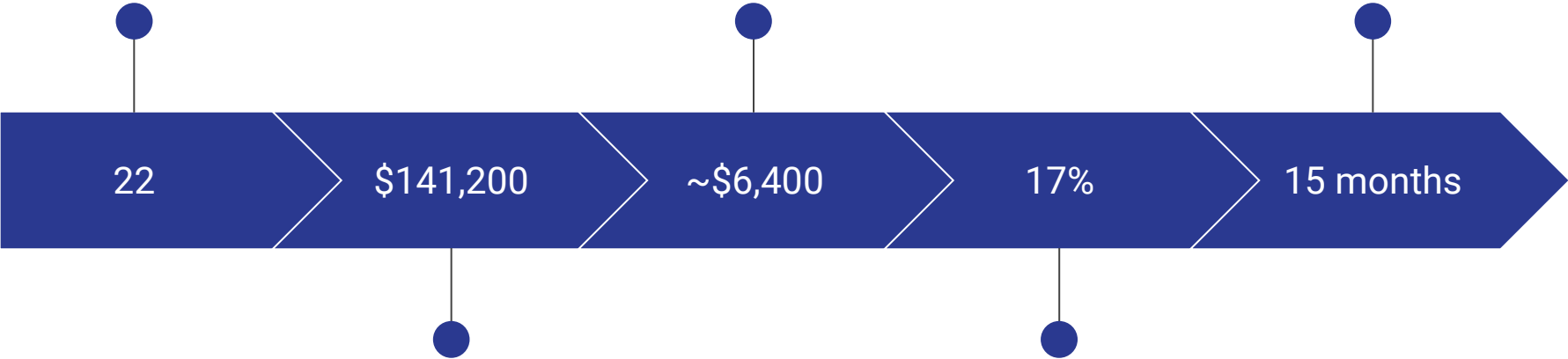
30 Day Snapshot



Total number of contracts financed in 30 days by business owner

Average sale amount

Average loan term per contract (Business determines)



Total financed amount in 30 days by business owner

Average interest rate charged to the customer

Impact

The Business Can Market Knowing That They Have A Payment Option For Every Person That Wants To Participate In Their Program

- Increased Return-On-Investment
- Reduced Client Acquisition Cost



The logo for Flexxbuy features the word "flex" in a dark grey, lowercase sans-serif font, followed by a large, stylized "X" in a vibrant lime green color with a slight gradient and a 3D effect. To the right of the "X" is the word "buy" in the same dark grey, lowercase sans-serif font as "flex".

flex**X**buy

Learn More at www.Flexxbuy.com

Or Give Us a Call: 866-343-5268