

Introducing Exclusive Capital - the innovative financing solution from Exclusive Group

"I'm sorry but we just don't have the finances right now."

I'm pretty confident that each and every one of you have been in a sales meeting, getting close to finalising the deal (whatever it may be), to get told the business just can't afford it.

I know I have and I know it can be really frustrating, especially when you've spent a lot of time and energy to get to that point in the deal to then see it collapse because a traditional financing model doesn't provide what they need.

Well, change is on the horizon. Positive change that will:

- Enable decision making - by offering an alternative finance solution
- Maximise sales - without the need to offer discounts

Exclusive Capital is the financing (leasing) arm of Exclusive Group that gives you an additional tool to help customers purchase what they need for their business. This financing offer is already established within France and making a quantifiable difference to CAPEX revenue streams and increasing OPEX-orientated subscriptions.

What makes us different?

There are many banks and leasing companies financing these arrangements, so what makes us different? And more importantly, what make us better?

First and foremost, we are already part of the supply chain and I believe that brings an additional sense of security for you and your customers because you already have a relationship with us. We have your best interests at heart and we want customers to get the best solution to help them achieve and grow.

Secondly, we go directly to the funders, which means we offer a lower cost option than a third-party company and can arrange the financial agreement in a quicker time.

Other benefits include

- One- to five-year leasing options
- The possibility of delaying initial payment
- Ability to change the terms of the lease (in order to get new equipment, for example) part way through with no title fees
- Minimal or no termination charges

Offer your customers the best value for money and enable them to get a very specific solution for what they need.

Get in touch to find out more

I am sure there will be lots of questions about this so I will be writing a few more updates that will go into more detail about our offering. If you'd like to find out more about how you can use Exclusive Capital as an effective sales tool then please do get in touch.

So before I sign off, and you're left wondering 'who's Chris?', I'll add a few details about me and my background.

I joined Exclusive Group about one month ago with the primary focus of setting up Exclusive Capital and I'm very impressed with how close we are to launching already. Previously I worked at IBM's global financing division, promoting finance solutions through the reseller channel in the UK. Immediately before this position I was working as a leasing broker, bringing the right funders in for the customers. My LinkedIn profile [\[link\]](#) has more detail and if you'd like to connect then please send me a message.

I look forward to working with you as we develop and launch this exciting new venture in the UK and more detailed information will follow shortly.

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