



Sell more,
more often





A dynamic sales partnership

Genesis Capital works closely with technology providers to understand their requirements and deliver the results they expect and need, helping them retain an edge in an increasingly competitive marketplace.

Our service is unmatched by any of our peers; innovative financial solutions, guaranteed and swift payment terms, professional customer care.

We will help you integrate finance into your sales process and provide your clients with another value added service. With easy access to an experienced, flexible and highly responsive funding resource our partners enjoy key competitive advantage - and many satisfied customers.

Key Benefits:

- Excellent acceptance rates**
- Increased and accelerated revenues**
- Cost objections countered**
- Budget constraints removed**
- Flexible agreements to encourage future sales opportunities**
- Guaranteed, rapid payment**
- Sales staff released to focus on key tasks**
- Customer base protection**

Our commitment to quality

Our success is founded on our commitment to exceptional levels of service; to you and to your customers. We are obsessed with it.

Market-leading knowledge; cutting edge facilities; straight forward, personal advice. The Genesis team is dedicated to you, your clients and your market.

Continuous improvement of our staff through dynamic appraisal is vital to our continued success. Efficient customer-orientated systems complement our relationships and ensure that partnering Genesis Capital in any funding exercise is a simple and highly positive experience. Partner us today and see what Genesis could do for your next sale.



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Total Solution Funding for all your customers

You may not have to work too hard to convince your customers that up-to-date business critical systems are essential to helping them move their businesses forward and stay competitive.

But cashflow and other resourcing issues often mean they can't upgrade when they need to. So they delay or cancel essential decisions, or opt for cheaper, but less effective, solutions.

Genesis Capital offers you a solution to these sales problems and ensures you present the most compelling, value added proposition possible.

Customers can plan upgrades and expansion as business needs or opportunities dictate, not just when their cashflow allows.

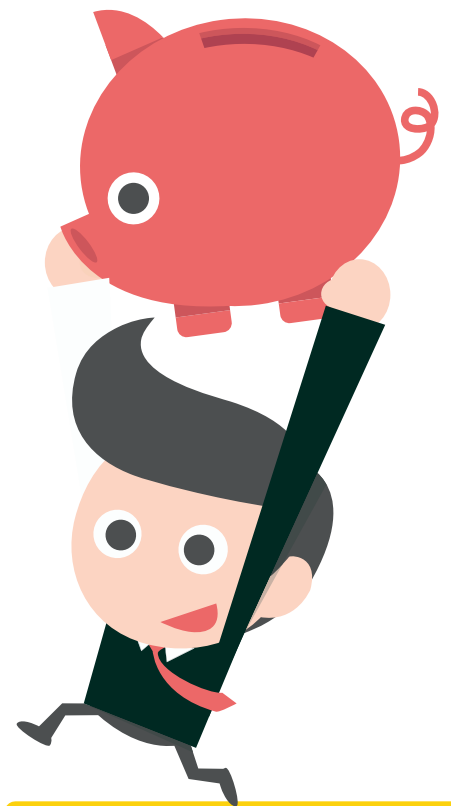
Your customers have access to a variety of bespoke payment options, so they can finance their new IT resources as they use them. You win the business and you get paid, fast.

And you get a powerful business partner, because our specialist knowledge and experience of both the IT and financial markets put Genesis Capital in a unique position to adapt to your needs, as well as the needs of your customers.

Businesses choose their IT resources after very careful consideration; they will be financing it just as carefully. Take a look at Genesis Capital and you'll see why we should be a key element in every sales cycle.

“The decision to choose Genesis as our channel finance partner was unanimous. No-one came close in terms of knowledge, professionalism and energy levels”

John Antunes (Head of Channel & Ecosystem; SAP UK & Ireland)



Helping to turn prospects into sales

Whether its new business or account management, most sales rely on the principle that computer systems evolve and organisational requirements change. But end-users often don't have the funds or the budget to invest in new equipment and services when they want to or when they should.

Incorporating innovative financing options from Genesis Capital into your sales cycles means you can help your customers ride the unpredictable financial requirements of their IT infrastructure. So they can buy your products and services at competitive rates, often with significant tax advantages, when the time is right for them. And most importantly they can buy it from you. Today.

Why Genesis Capital is right for your business

Privileged access to multiple underwriters

We offer exceptional acceptance rates to ensure our innovative funding options are available to more of your clients.

Expedient payments

Our internal systems and support staff work in partnership with your credit team to ensure your invoices are paid as quickly as possible.

Dedicated, highly trained, and easy to contact account managers

Your account manager takes full responsibility for every proposal that we work on with you; from initial contact through to ordering, there is only one point of contact. They are as passionate about your business as you are, driving the funding at a pace you dictate, whilst ensuring the highest professional standards are maintained. You will receive timely and useful feedback at every stage of the funding process, and your sales team are free to do what they do best, sell your systems.

Creative, flexible products and services

Our refreshing, can-do approach to IT funding means we are always striving to develop new facilities to match the needs of our partners and their end-users. We thrive on being challenged and our solutions come from viewing asset finance as investing in our clients' businesses not just lending to them.

A partner you can trust

We always solicit the views of our partners and their clients and have done so for years. We don't just make claims of exceptional service - we back it up. Written and verbal references, service questionnaires, ISO9001 registration, IIP accreditation; we are a people business and take the word partnership very seriously.





Software funding

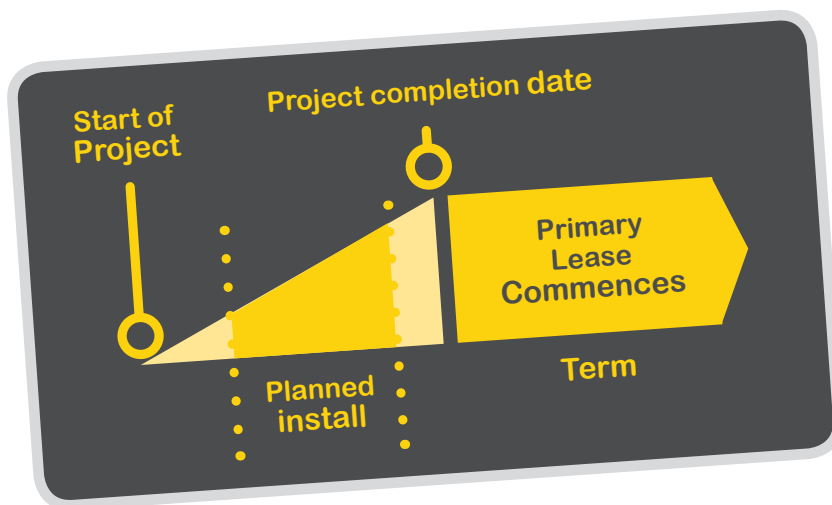
Tax based software funding is a given when you partner Genesis Capital. Asset security, ownership and intellectual property rights, claiming of allowances and performance liability scare most funders away. But our expertise in this niche is without equal and we consistently bring new, customer focused facilities to the market.

Subscription pricing

Even diverse application software is now at risk of commoditisation. Selection by price over function is a real risk that all providers of IT product must consider. At Genesis Capital our innovative solutions include true utility based pricing schemes that allow you to offer real usage based costing to your prospects. Periodic payments can fluctuate to reflect additional or reduced users and licenses, whilst an upfront payment to cover a guaranteed minimum use protects you from the potential damage to cashflow that this route normally dictates.

Project finance plans

Longer term installations can generate administration and payment headaches. Clients do not want to activate leases before project completion, partners do not want to have to wait until go live before they get payment. We will pay your invoice at the end of each stage of the project whilst the client pays us a daily interest charge on the amounts we have settled. At project completion the lease is then activated.



Branded finance programmes

Many of our principal partners engage with us even more closely by offering branded finance services which powerfully complement their own products. By establishing such a strategic alliance with Genesis Capital they ensure strong brand extension whilst accelerating and increasing their revenues. Bespoke sales aid facilities are designed for the target market and integrate seamlessly into a partner's sales operation. End-users are able to acquire their funding from a specialist, authorised source of finance.





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