



# A dynamic sales partnership

Genesis Capital works closely our vendor, reseller and channel partners 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.

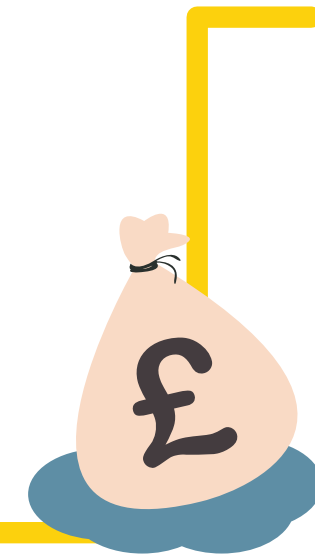
Continuous improvement of our staff through dynamic appraisal is vital to our continued success. Efficient customer-orientated systems complement our relationships and ensure that partnering Genesis Capital in any funding exercise is a simple and highly positive experience. Partner us today and see what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



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# Sell more equipment, more often



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# Total Equipment Funding for all your customers

Cashflow and other resourcing issues often mean customers cannot update old or buy additional equipment when they need to. So they delay or cancel essential decisions, or opt for cheaper, but less effective, solutions.

Genesis Capital offers you an answer 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.

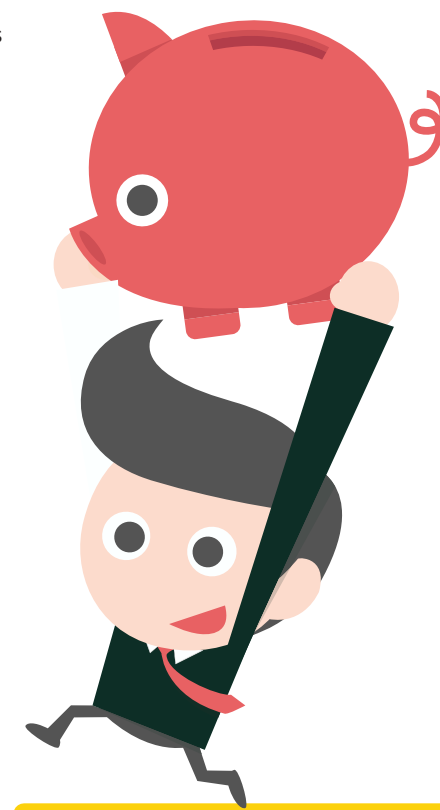
Your customers have access to a variety of bespoke payment options, so they can pay for their new assets as they use them. You win the business and you get paid, fast.

And you get a powerful business partner, because our specialist knowledge and experience of establishing, developing and managing vendor and sales finance programmes to both international vendor channels and local domestic resellers put Genesis Capital in a unique position to adapt to your needs, as well as the needs of your customers.

Businesses choose their equipment 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)



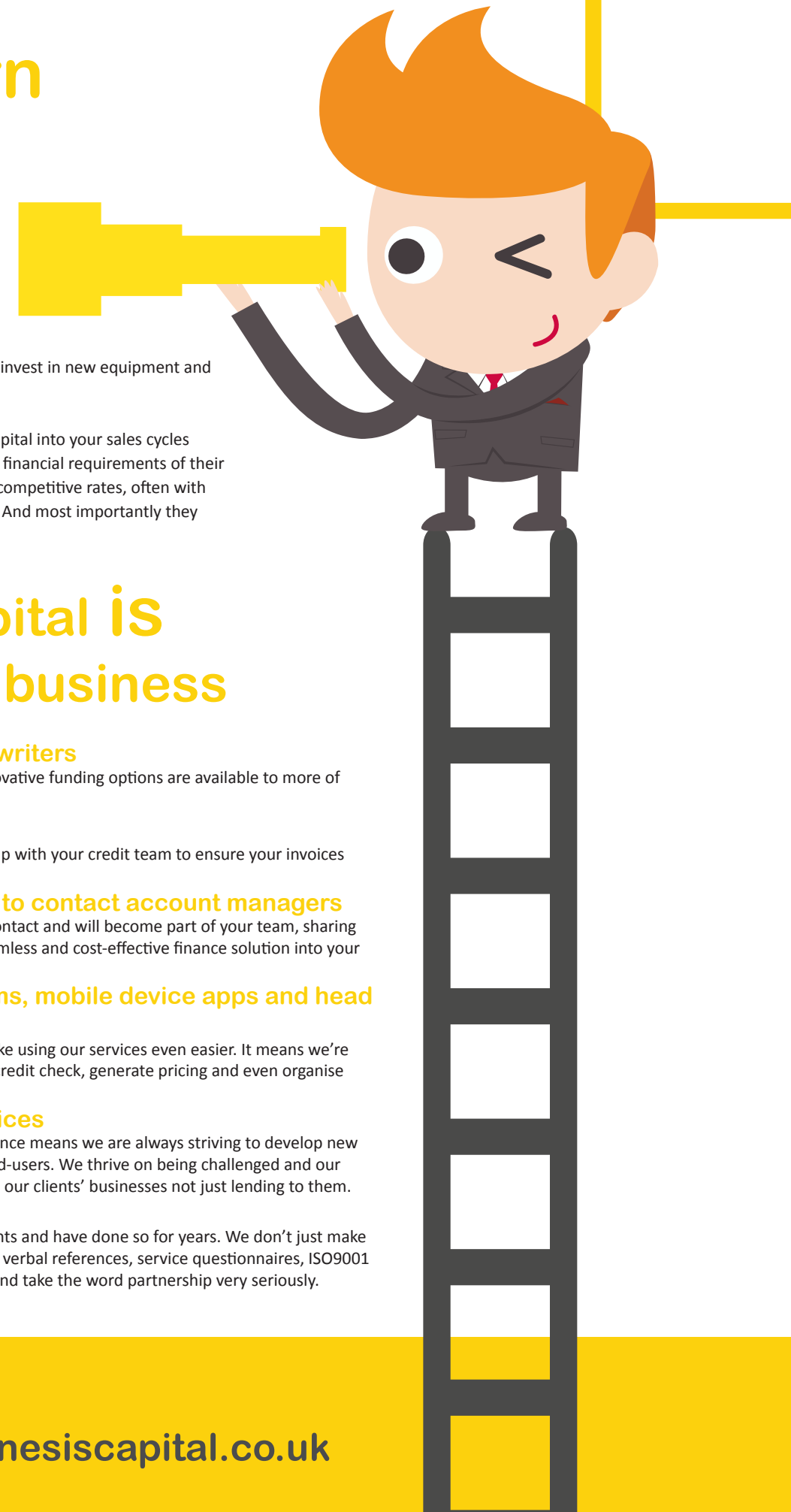
# Helping to turn prospects into sales

Whether its new business or account management, most sales rely on the principle that equipment used in a customer's business has to evolve and be updated as the environment, technology and competitors evolve. But customers 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 equipment. 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**  
A dedicated relationship manager will be your point of contact and will become part of your team, sharing your goals and objectives, and integrating a creative, seamless and cost-effective finance solution into your sales offer.
- **Supported by the best online systems, mobile device apps and head office infrastructure.**  
We've developed our own online system and apps to make using our services even easier. It means we're open for business 24/7, 365 days of the year so you can credit check, generate pricing and even organise contracts when it suits you.
- **Creative, flexible products and services**  
Our refreshing, can-do approach to vendor and sales finance 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.



## Point-of-sale finance

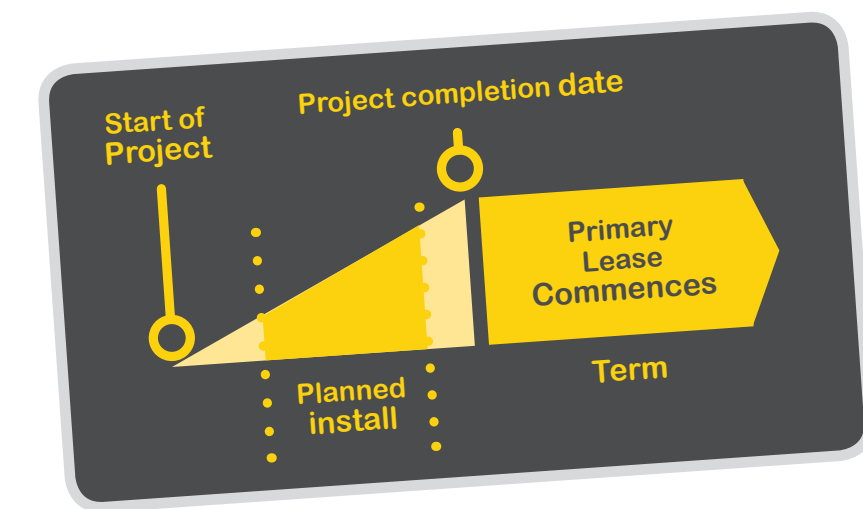
We've been creating and running sales finance programmes for over 20 years and have helped almost 13,000 organisations buy the equipment they needed from our vendor and reseller partners in a cost-effective, tax-efficient and cash preserving way. Some of these accounts have worked with us for all of this time so we're certain we're doing the right things to help them accelerate sticking sales, increase order values and help them differentiate their offers from those of their competitors.

## Proactive Prospect Management

Working with your account manager and our online tools proactively can bring a new level of qualification to your pipeline. Through our undisclosed credit checking and investigations we can provide further insight into the historic buying and funding practices that your potential customers already have, whilst also being able to work through a range of innovative payment options that could be available for you to use in your proposals to them. A filtered, qualified, pre-cleared pipeline saves you time and adds real value to your own equipment offers.

## 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.

