



Municipal Leasing Vendor Support Program

Introducing First Capital's VAST[®] (Value Added Sales Tools) program--a comprehensive array of joint marketing sales tools designed to assist equipment vendors in maximizing the productivity of their entire sales channel (including inside sales, independent reps, dealers & distributors). Here are some of the components of VAST[™] that are available at NO CHARGE to you:

V A S T[®]

How VAST[®] can help you support your sales reps & dealers.

Web Site "Lease Information & FAQ Pages" Custom-designed pages added to or linked to your site...your logo, your colors, your "look and feel." For the vendor and/or for your reseller's and dealer's websites as well

- **Links To Your Website** = Higher Search Engine Rankings For You. One of the most valuable assets your website can accumulate are industry-related links pointing to your website. It's one of the key measurements used by Google, for example. We have been on the web for more than 15 years and will provide links to your site. It's fast, easy and they are very valuable.
- **Trade Show Display Materials**. CUSTOMIZED, laminated table-top "Lease It!," or "Financing Available" display cards w/your logo, flyers w/your logo, "Lease Me" tags for your equipment, tent cards--all with your logo, designed to generate interest and inquiries on site. Ask for samples.
- **Sales Contests**. We will develop contest guidelines & objectives with you. Your reps and dealers sell--First Capital provides the contest rewards—at NO COST TO YOU!
- **Dealer Sales Support Kits**. Customized Sales and "Benefits of Leasing" Materials (focusing on why it works). Introduces leasing as a closing tool, leasing FAQ's, cash vs. lease comparisons, phone & email support. Kits are co-branded, packed and ready for distribution.
- **Mailings** to your reps. and dealers--We will supply materials to you OR we will mail directly to your dealer list with materials pre-approved by you. Your choice.
- **Mail Stuffers**. "Inserts" that you can use with your invoices, newsletters, catalogs and virtually any outbound mail—whatever the topic. Helps you cross-market and "stir the pot..." at every opportunity!
- **Trade Show Attendance**. We will attend your most important national trade shows with you and your sales and dealer teams.
- **"Leasing As a Sales Tool" Training**. Materials focusing on using leasing to close more sales sooner and more profitably. Educational/introductory Power Point conference calls with your team/dealers.

To Learn More...Call Bob

First Capital Equipment Leasing Corp
LeaseExperts.com

800-541-0114