

Sales & Customer
Generators
(Pre-Credit Application)

THE SALE CYCLE

(DIRECT LENDERS)



Vendors (Dealers)
of Equipment



Inside Sales
Team



TPOs/Brokers

SALES
PRE-FUNDING

FUNDING &
COMMENCEMENT



1. Customer Request

Customer is brought to direct lender with a financing need. *(equipment, re-finance, working capital)*



2. Credit Review

Credit reviews request and customer's credit profile against internal scoring to reach a decision, determines rate. *(pending for more info, approved, or declined)*



3. Pre-Document Request

If Approved, Sales works with Credit to clear any pre-funding requirements. *(equipment review, customer proof of time in business)*



4. Documentation

Documentation finalizes all information to generate the documents prior to funding. *(final vendor invoices, pricing structure, payment, valid insurance, etc.)*



5. Customer Signs Documents

Customer reviews & signs the documents to initiate funding.



6. Lender Pays Vendor

Lender pays the vendor for the equipment, initiates shipment or production of equipment. *(via wire transfer, ACH, or check)*



7. Customer Receives Equipment

Customer takes delivery (possession) of the equipment.



8. Lease Commences

Customer's lease/loan officially commences, starts making payments to lender.



9. Current Customer

Sales will continue contact with customer for future needs. Customer Service will assist the customer with any needs during the term of their contract.



10. New Customer Request

Existing customer returns with a new request. The sale cycle will start again with Credit weighting additional exposure, updated credit profile, and risk.

ROLES WITHIN EQUIPMENT FINANCING

(...AND WHAT THEY DO)

PRE-FUNDING

(BEFORE LEASE/LOAN COMMENCES)

- **Marketing**
- **Sales** (*connects with customer the most*)
 - Inside Sales Team & Sales Assistants
 - Third Party Originators (TPOs) / Brokers
 - Dealership / Vendors of Equipment to be financed
- **Credit** (*internal team, works with Sales and Documentation & Funding teams*)
 - **Operations Assistants** – compile & organize credit app and files for review
 - **Credit Analysts**
 - Review credit application (customer's request for financing)
 - Analyze customer's bank statements and/or financials to determine cash flow (tax returns, balance sheet, P&Ls, debt schedules)
 - Assess risk based on score cards, makes a credit decision
 - Credit decision can be pended for more information, declined, or approved
 - If approved, Credit determines dollar amount and rate range customer qualifies for
- **Documentation & Funding** (*internal team, connects with customer and Sales*)
 - Finalizes vendor invoices, pricing, payment structures, etc,
 - Generates documents for customer's signature
 - Coordinates with Accounting to fund (pay) vendors so equipment can be delivered to the customer and lease/loan can officially commence

POST-FUNDING

(AFTER LEASE/LOAN COMMENCES)

- **Customer Service**
 - Starting point for any customer inquiries
 - Will work with other internal teams based off the request / issue customer is experiencing
 - Is the "face/voice" of lender to the customer
 - Titling & Insurance sub-teams within customer service
 - Assists customer's if the equipment financed is titled (a vehicle on the road)
 - Maintains record that the equipment financed is insured through the length of the term
- **Collections**
 - Escalation point from Customer Service
 - Reaches out to customer regarding past due payments
 - Starts with courtesy notices after grace period and escalates from there
 - May work with portfolio and asset management
- **Portfolio Management**
 - Oversees whole portfolio of contracts for direct lender
 - Tracks and reports overall performance, industry exposures, losses, collections
- **Asset Management**
 - Asset repossession, equipment value, end of lease / equipment return
- **Legal** (*internal or retained separately*)
 - Reviews any new contracts for risk
 - Assists and advises in any legal matters resulting from default, lawsuits, or bankruptcies by the customer