

unlocking new sales opportunities

EXEL
COMPUTER SYSTEMS

Established in 1985, Exel Computer Systems is a leading provider of integrated business solutions for field service and manufacturing companies. As Jonathan Orme from Exel explained, succeeding in sales requires a strong partnership with a team that delivers a full range of finance options.

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"We've had a relationship with IQ Finance for over 14 years," said Jonathan. "The team has access to an excellent range of solutions and is easy to deal with. That's why it's lasted so long. James Noonan manages everything, from putting proposals together to arranging finance for our customers."

With an increasingly diverse customer base featuring companies of all sizes, Jonathan values the opportunity to give people options that fit their needs. "Every customer is different, not just in the technologies they require but in the ways they want to purchase solutions. Some want to buy outright, while others see the benefit of avoiding a large capital expense and prefer to pay monthly."

According to Jonathan, IQ Finance's flexibility helps Exel overcome objections, take the sales process to the next stage and secure the deal: "The partnership helps us move deals forward. James and his team do the work so I don't have to get involved in all the details. I value that support as it means I have more time to tackle other areas of my role."



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