

**westwon**

Dental Leasing & Asset Finance



LET'S GROW  
TOGETHER.

# OUR ROOTS

Let's get better acquainted.

**100%**

commitment



**45**

years in business



**362**

years combined experience  
and counting...



**11,712**

clients and  
growing...



For over 45 years we have been working with suppliers, distributors and manufacturers of equipment, vehicles, and other associated assets, helping you by offering leasing and asset finance solutions to your customers. Our group of companies have completed over 20,000 lease transactions for thousands of UK based companies who supply capital equipment.

We have prepared this document for suppliers who have not yet engaged with us – and those who we have worked with for many years – to provide a brief background to what we do and what makes us that little bit different.

As a long-established leasing company, we employ a UK team with a combined 362 years' experience in leasing and asset finance.

Our CRM system is linked to a portal accessible by both yourselves and the customers you serve.

Finally, as we operate in a world that can sometimes revolve around compliance and data protection, rest assured you are dealing with a company with an FCA Full Permission and a Data Protection Licence.

You may be curious of the sustainability theme throughout this document.

Here at WestWon Dental, we care about the restoration of our planet. We also know how important it is as a business to continue to grow and expand, hence our theme of growth. To find out more about how we are doing our bit, turn to page 7.

Alternatively, visit our webpage all about the WestWon Woodland at: [westwon.co.uk/westwon-woodland/](http://westwon.co.uk/westwon-woodland/)





## WHY WESTWON?



**There are several advantages to offering your customers an alternative finance option to paying cash upfront, here are just a few of them:**



### **Breaking the budget barrier**

Sometimes, the only thing holding customers back from making a buying decision is the lack of funds. Quoting a monthly rental figure will make it easier for your client to budget and finance their purchase.



### **Watch your sales surge**

Often, a company will consider how to finance a purchase before they choose the equipment or supplier. Many sales are lost even before a prospect calls you. Talk about a monthly rental option and watch your sales surge.



### **Improve customer loyalty**

Customers who choose finance are more likely to become returning customers by renewing their finance agreement with you. This is a great way to gain a long term competitive advantage.



### **Increase your order values, and profit**

Quoting a rental option is one of the easiest ways to increase your order value. An extra £1,000 in sales is just another £1.00 per working day over a five-year lease term.



### **Speedy invoice payment**

Keep your cash flowing healthily with our quick and seamless bank transfer within 48hrs.



# HOW LEASING AND FINANCE HELPS YOUR CUSTOMERS

Why your customers will appreciate you offering a leasing option.



## Cash flow advantages

Small, fixed monthly payments offer a huge advantage to your customer's cash flow, whilst also regulating the return on their investment.



## Spreading of VAT liability

Not only is the cost of their investment spread, but the VAT on that investment is distributed, also saving them from paying that lump sum from the get-go.



## Tax planning

Using a lease rental agreement, 100% of the rental is deductible against a company's Corporation Tax bill.



## Your customers can remain competitive

With you making the latest equipment affordable to your customers with budget-friendly payment plans, it will most likely put them at an advantage to competitors in their industry.



## Alternative funding lines

There is no need for your customer to use up an existing funding or bank facility.



## "If it appreciates, buy it. If it depreciates lease it."

Wise words from famous oil baron Paul Getty is smart advice to follow. Leasing will save your customers from losing money on depreciating assets, and instead give them the opportunity to renew their equipment once their agreement is over.





# **westwon** rewards

## WHAT IS WESTWON REWARDS?

### This is our way of saying thank you...

As a way to show our appreciation towards your partnership with us, we created WestWon Rewards. It's a way of paying you a commission on business introduced to us. We convert the commission into points which you then redeem on our online portal.



#### So, how does it work?

It's really simple, if you're a supplier of equipment and you introduce a customer to WestWon, who then leases through us, points will be added to your WestWon Rewards. These points can then be spent on a whole range of items, from kitchen utensils to iMacs. It's a win-win situation really, you sell your equipment and get rewarded for it!



#### What rewards can I get?

A full list of the rewards can be found at:  
[westwonrewards.co.uk](https://westwonrewards.co.uk)



#### How many points do I get awarded?

Awarded points for every

# £1,000

financed through WestWon, please contact your account manager for more information.



**Our online portal for both clients  
and partners.**

**advance**  
succeed-prosper-advance



### Easy Access

Our secure portal is quick and easy to log in and navigate around. You can set up either user or managers rights.



### Speedy Process

It takes just a few minutes to create and download a customer quote.



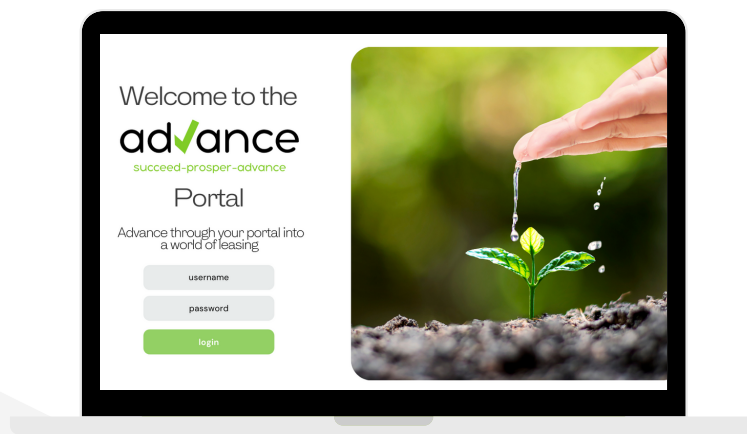
### Personalised Experience

The portal can be fully branded to your company. Using your high-resolution logo, we can style your profile to include your brand colours to provide a more personalised service.



### What advance Can Do

Its not just for creating quick customer quotes. There is marketing material and training videos on how to sell leasing. You can view all your agreements written and also pre-approve new prospects.





## Innovative ways in which WestWon supports your business growth...



### Training Videos

We have a 10 minute training video tailored just to you. This includes all the necessary steps to partnering up with us. You can find this on the homepage once logged into the advance portal.



### The WestWon Woodland

It should give you peace of mind to know that we are a climate positive company. This means that our collective carbon usage as a company is offset monthly. Additionally, for each month of a finance agreement, we will plant a tree on behalf of your customer, with the objective of restoring our planet together.



### advance Portal

Our advance portal is now personalised to your company, offering more of a tailored experience to you. As mentioned above, training videos that you may find useful can also be found on the homepage of the portal.



### Dedicated Account Manager

Your account manager will be able to answer any queries you may have, and ensure that you are taken care of.



## THE WESTWON WOODLAND

**Here at WestWon we are continuing to cultivate and expand our green agenda and promise to help fight climate change.**

We have teamed up with a company called Ecologi. They work with organisations like us to make it easy for businesses to contribute positively to the environment. Our scheme involves planting a tree for every month of a lease deal. Additionally, they provide a carbon offsetting service. They invest money into projects that remove more greenhouse gasses than our business produces. This is done through calculating their customers' carbon emissions and planting the trees needed to neutralise those emissions. Ecologi will therefore help WestWon on our way to achieve the aim of becoming a carbon neutral company.

### OUR 5-YEAR GOAL

We aim to plant

**100,000**

trees in the WestWon Woodland



And  
subsequently...

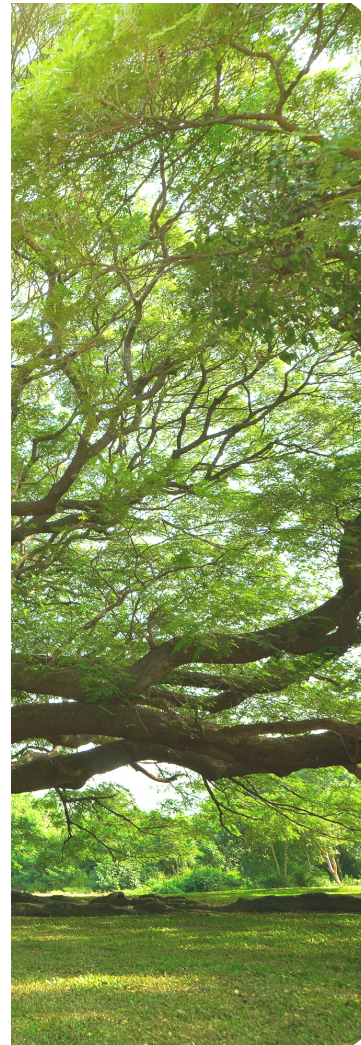
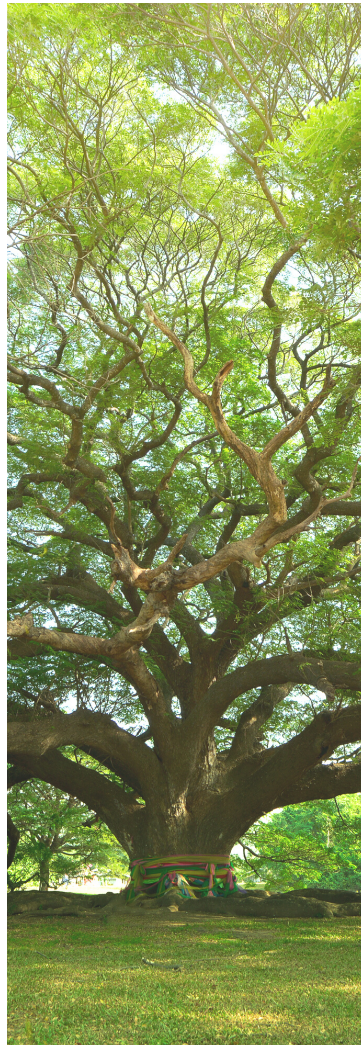
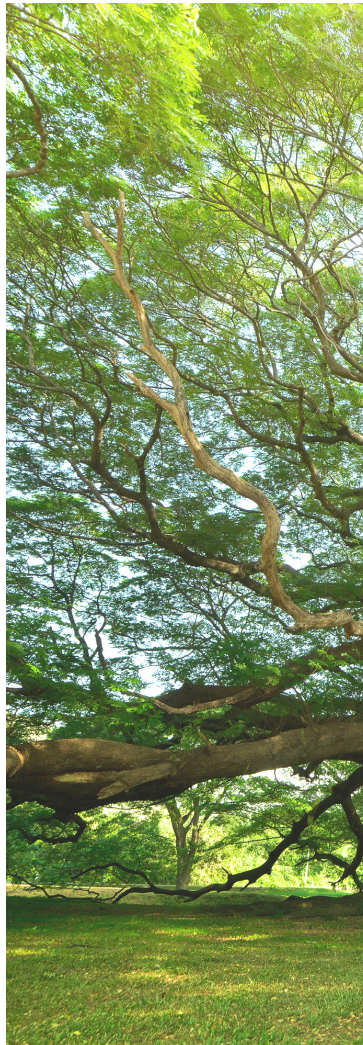
remove

**7,500**

tonnes of CO2 from the atmosphere







# FLOURISH FURTHER

We believe we are well placed to help support and work with a company like yours to provide finance options. Along with our experience, access to over 52 UK based funders and an incredible offering through our partner portal, advance, we are confident we will provide you with 5\* customer service.

For more information on the range of finance options that we offer, please, let's talk. A member of our team will be happy to help, we look forward to hearing from you.

Let's talk...

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 hello@westwon.dental

 westwon.dental

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