

Sales Cycle Acceleration

Whether you're upgrading, or simply need to sell under-utilized production equipment, the sooner you sell it, the more you will receive. Here are five ways to **Accelerate the Sales Cycle**.

1. Include close-up images of head tests, and have samples of head tests ready for overnight shipping.

Head replacements represent the greatest fear for the potential Buyer. Spectra 256 heads cost as much as \$5,000 apiece!

2. Include video of the machine in full operation.

We can accept nearly any format, and it is the first thing a prospective Buyer will ask: Is it fully operational? 2 – 3 minutes of operation is enough. Call us for guidelines.

3. Provide a Service History.

If you have access to a written service history, or can obtain one, it will demonstrate to the potential Buyer your regard for scheduled, and necessary maintenance.

4. Include a detailed Spare Parts Inventory.

Many machines are purchased with optional spare parts kits that can add significant value to your offering. In particular, include detail on spare heads, pumps, motors, and controller boards.

5. Be specific about included software.

Software RIPs are considered valuable assets. Please specify version numbers, inclusion of manufacturer dongles, and upgrades.

We will accept all of this information, and provide it to prospective Buyers. With the right information, and access to our vast database of like sales, we can establish the value of your machine quickly, and sell your equipment as rapidly as possible. To accelerate the sale further, you may also wish to consider accepting a portion of the payment over time. We have all the industry standard forms to facilitate such a transaction structure.

