

The Industry's Flagship Seminar

Winning With Leasing!

Instructed by Sudhir Amembal,
the Foremost Leasing Educator
An Affiliate of Rinaldi Advisory Services



The Most Well Attended Seminar in The Industry

Live, Interactive,
Engaging & Practical

Over 800+ industry professionals in the past 15 months.

Train your team to
outsmart your competitors

The full-day virtual seminar instructed by
Sudhir Amembal is now available exclusively
on an in-company basis



Details

What you will gain from attending

- An accompanying workbook which will serve as a perpetual reference guide.
- Grasp the substantial benefits of capital and FMV leases.
- Capitalize on the resurgence of the FMV lease.
- Know the accounting and tax impact of leases on the customer.
- Discover the intricacies of the OBBB.
- Learn how best to understand varied customer motivations.
- Arrive at deal-clinching responses to common objections.
- Understand the significance of product differentiation.
- Possess all the ideal attributes to outsmart competitors.
- Comprehend why only a few outperform.
- All of the above to help in winning incremental transactions!

Who Should Attend

Newcomers will learn; those from sales and marketing, even with substantial experience, will be provided with knowledge, approaches and tools to win incremental transactions; and, those from the back-office and service providers will gain a bird's-eye view of our vibrant industry.

About Sudhir Amembal

Amembal created the first-ever equipment leasing seminar for the industry.

- He has spearheaded training for 80,000 equipment finance professionals and published 18 books.
- He is the recipient of multiple accolades for the services he has rendered to the industry (ELFA Hall of Fame Inductee, Monitor Converge 2023 and 2024 MVP Behind the Scenes Nominee, Monitor 2024 Industry Pioneer Icon, and First Ever Honorary CLFP).



Seminar Outline

Introduction and Objectives

Distinction Between Capital & FMV Leases from a Product, Accounting & Tax Viewpoint

Other Types of Leases

Factors Contributing to the Resurgence of FMV Leases

The Accounting Impact of Leases

The Tax Impact of the OBBB on Customers and Equipment Finance Products

The Extraordinary Benefits of Leasing

A Template to Understand Customer Needs

Logical Counters to Common Objections

Catering to the Four Types of Customers

Significance of Product Differentiation

Possessing Ideal Attributes to Win Over the Customer and Outsmart Competition

What Makes a Few Outperform

Winning the Deal!

We Train The Pros

A Sampling of Previous Companies Educated

Alliance Funding Group
Auxilior Capital Partners
Capteris
Canon Financial Services
Cardinal Business Financing
Caterpillar Financing
CHG-Meridian
Cisco Capital
CSI Leasing
Doosan Bobcat Capital
De Lage Landen
Elevex Capital
Everbank
Equity Financial
First American Equipment Finance
First Citizens Bank
Fifth Third Equipment Finance
First National Capital
Five Star Leasing
Flagstar Financial & Leasing
Gordon Brothers Equipment Finance
Honour Capital
Key Bank Equipment Finance
KLC Financial
Lenova Financial Services
Navitas Credit Corporation
North Mill Equipment Finance
North Star Leasing Company
PEAC Solutions
PNC Bank
RVI Group
Tamarack Technology
Tristate Capital Bank
U.S. Bank Equipment Finance
Verdant Commercial Capital
Wingspire Capital

Testimonials

“

I have been in the industry for 35 plus years. The seminar exceeded my expectations.”

“

I am a newcomer in this space and it provided me with a great foundation.”

“

Sudhir is a legend in our industry and it was great to take one of his courses.”

“

This is a **must** for all sales teams!”

Make the Leap Today.

Supercharge your knowledge.

Contact Sudhir Amembal to schedule an in-company seminar exclusively for your team.

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