



# When and why Business Partners should sell IBM Certified Used Equipment

## Highlights

- *Clients get terrific deals on quality IBM equipment, and stay within budget*
- *Clients get a socially responsible alternative for refreshing their IT infrastructure*
- *Private Trading Exchange (PTX) for 24x7 online ordering, tracking, pricing and availability*
- *A three-month quality satisfaction guarantee instills client confidence*
- *You close competitive sales by providing complete, cost-effective solutions*
- *Incremental profit over new equipment sales*

### **A powerful sales tool in a tough market**

It would be nice if every client bought the biggest, fastest and most expensive IT solution every time you called, but the reality is far different—especially in today's challenging economic environment. Whether it's due to financial necessity, a pledge to environmental issues, or just fiscal common sense, IBM Certified Used Equipment™ is a smart move for a wide range of clients. There's no better way to get the performance, quality and support they expect from genuine IBM systems, at competitive prices. That's why IBM Certified Used Equipment can be such a valuable, powerful part of your sales arsenal.

### **The Green Solution**

Reuse of IT equipment is not only a very cost effective approach to expanding/upgrading IT infrastructures, but it is also the environmentally responsible course of action to take. Reuse of IT minimizes the amount of assets being sent to landfills and positively impacts the environment.

### **Sell complete solutions with complete client satisfaction**

All IBM Certified Used Equipment is fully refurbished and tested and comes complete with cables and manuals. And every certified used system is backed by a three-month quality

satisfaction guarantee. That means you can sell your clients solutions they can afford, with complete confidence that they'll be pleased with their acquisition. There's no better way to keep satisfied clients coming back for more.

### **Give clients the best of both worlds**

Blending IBM Certified Used Equipment with new systems is a great way to assemble a total IT solution that's comprehensive, environmentally sound, powerful and affordable, and builds client loyalty. This combination of new and used equipment allows clients to spend money where they need the latest technologies, and fill gaps with IBM Certified Used Equipment.

### **And give them the added advantage of financing**

When you sell IBM Certified Used Equipment, you're giving your clients direct access to the world's most trusted source for IT systems and peripherals. Clients can finance their used equipment acquisition through IBM Global Financing, the world's leading provider of IT financing, while taking advantage of our great rates and flexible terms.

### **When you should sell IBM Certified Used Equipment**

Clients require a discount. Instead of jeopardizing your margin and solution price points by discounting on new



equipment, meet clients' budget needs with IBM Certified Used Equipment. They'll get IBM quality and support at low prices, and you'll protect your profits and new equipment offerings.

Clients have a temporary or urgent need. IBM Certified Used Equipment is ideal for adding capacity without the challenges involved with introducing new technology, including lead time, compatibility and learning curve.

Clients have missed an upgrade and that upgrade is withdrawn from marketing. Recent products and upgrades withdrawn from marketing are frequently made available as IBM Certified Used Equipment.

Clients have less-than-perfect credit. You don't have to lose clients just because they don't have capital for new equipment financing. Credit requirements for used equipment can be more flexible.

Clients need a big solution, but have a medium budget. Late-model used equipment can provide a lower-cost, environmentally friendly alternative to an upgrade they'd like, but can't afford.

Clients want new software, but have an old platform. If your clients need a software package or upgrade, but it won't run properly on their current hardware, an incremental upgrade with IBM Certified Used Equipment might do the trick—and save the sale.

### **And why you should sell IBM Certified Used Equipment**

You achieve greater profit margins. Don't forget the direct financial benefits for you and your company. You can set your margin for every sale of IBM Certified Used Equipment.

You can close more deals. The high performance and proven reliability of IBM Certified Used Equipment is a great way to satisfy your clients' technology needs while helping them stay within their budgets. Socially responsible clients can turn to IBM Certified Used Equipment to obtain refurbished equipment and refresh their IT infrastructure.

Electronic tools support your clients' acquisitions. You can acquire equipment more readily using PTX to access inventory availability, pricing and ordering, all online 24/7. In addition, you can track fulfillment dates and shipping information very easily.

You build better relationships and increase repeat sales. When satisfied clients acquire the complete solutions they need and have one stop shopping including financing and stay within their budget, they remember!

When you're up against a tough competitive bid, coming through with high-performance, high-value solutions that include IBM Certified Used Equipment can make the difference between winning and losing. Include IBM Certified Used Equipment in your sales kit and provide the winning solutions your clients are looking for!

### **For more information**

- *Call 1 866 IBM USED (866 426 8733, Option 1)*
- *E-mail [igfused@us.ibm.com](mailto:igfused@us.ibm.com) or visit [ibm.com/financing/partner/used/overview](http://ibm.com/financing/partner/used/overview)*



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