



Crypton is the recognised brand leader in engine diagnostics, tuning and emissions testing. With some 100 years' experience in testing engines, Crypton sells through a network of resellers nationwide, the majority of whom already offer a range of leasing options to their customers.

The Challenge

Few of the resellers sell Crypton products exclusively so the company was looking at ways of creating real sales penetration. One approach was to create an innovative leasing package that would maximise returns for sales outlets while optimising cost-effectiveness for customers.

Traditionally, equipment suppliers include the maintenance cost in the lease, presenting them with payment upfront for both the equipment and the maintenance element. The problem is that it can result in the supplier either having to discount the cost of the equipment to secure a competitive overall price or charging a higher price to the customer and risking losing them to a rival with a better deal on the table.

As customers tend to resent paying interest on services they have not yet received, Crypton wondered whether they could find a way to let everyone have their cake and eat it – for customers to pay for maintenance services throughout the lease and for resellers to still be paid up front for them.

The Solution

Crypton turned to Tower who applied some lateral thinking to the problem, given that nothing like this had ever been done before. The idea we developed was then taken to a key Funder who agreed that a new concept in leasing could be offered. It would remove the need for resellers to capitalise both equipment and maintenance costs, enabling them to keep the equipment cost competitive and avoid discounting (thereby maximising revenues and safeguarding the sale); under the terms of the

agreement they would still get the full value of the maintenance agreement paid up front without forcing the resentful customer to pay interest on services not yet taken. At a stroke, it put existing leasing facilities in the shade.

The Result

The win-win situation for the resellers and their customers has really made the Crypton sales outlets sit up and take notice of the product. The Tower-inspired leasing facility is making it easier – and more desirable – to close a Crypton sale and the satisfaction of both parties is helping to build stronger commercial relationships.

The Tower Difference

So just what did make the difference for Crypton? We would pick out two things – first, the out of the box thinking that was applied to the problem. Where other brokers may only have thought of what has been done before and come up empty, we were prepared to think about something that didn't yet exist – and come up trumps. Secondly, it was being able to turn the idea into reality and that depended solely on our track record and partnership with a Funder who was prepared to listen, trust and underwrite the concept. It all goes to show that leasing is a lot more than just numbers and box ticking – people and relationships, effort and problem-solving, these are the things that underpin real delivery.