



Cougar Chemical Closes Deals 75% Faster with Clicklease



Michael Fields, Director of Marketing and Key Accounts | Cougar Chemical, Memphis, TN

The Problem:

Cougar Chemical needed a better financing partner. Their previous financing solution took too long to get approvals. They had tried using Marlin, but needed a better solution.

In June of 2021, they discovered Clicklease.

The Solution:

Now, Cougar Chemical leverages Clicklease as a “critical sales tool to help us close deals.” They’ve incorporated “click to apply” buttons on their website and advertise financing options in marketing and on social media.

“

Clicklease has helped us grow our business [and] has driven revenue growth my organization. I especially like the all-online closing process. It is nice to not have to fill out forms and mail hard copies.”

—Michael Fields, Director of Marketing and Key Accounts, Cougar Chemical

About:

Cougar Chemical has been the #1 pressure washer dealer in Memphis and the Mid-South since 1970. They also custom build trailer mounted pressure wash systems, waste water recovery systems, and mobile wash detail units. They service what they sell, and customers have learned to expect nothing less than the best from Cougar Chemical.

The Results:

Cougar Chemical has seen measurable improvement in sales, revenue, returning customers, customer satisfaction, and time-to-close.

50% Improvement in sales and revenue metrics

20% Increase in returning customers

15% Increase in customer satisfaction

75% Improvement in time-to-close

How likely are you to recommend Clicklease to a friend or colleague?

7/10

