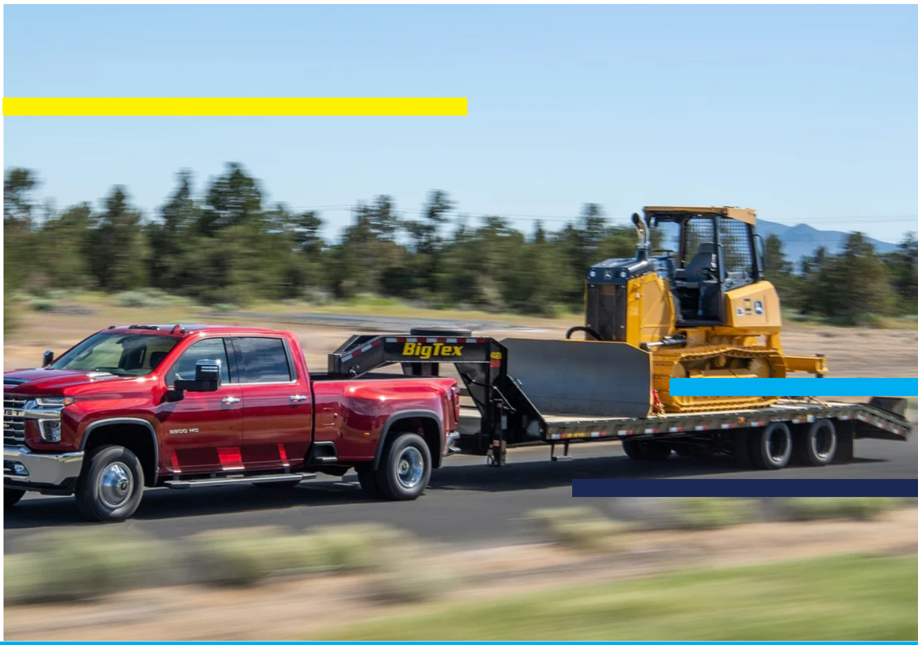
West Texas Trailers Sells Trailers 75% Faster with Clicklease



The Problem:

West Texas Trailers had a problem. Their financing option was denying too many customers. Even when they could get an approval, the process took too long and was too complex. They had tried using Synchrony Bank, but they needed a better option. They wanted a financing solution that could improve their customer experience.

In February of 2022, they discovered Clicklease.

> **Having the customer apply directly with Clicklease saves time and helps me close more deals faster. It makes it easier to get those customers in and approved.**

The Solution:

Now, West Texas Trailers leverages Clicklease as a critical sales tool to close more deals. They have “click to apply” buttons on their website that include an estimated monthly payment with Clicklease. This makes it as easy as possible for customers to access the financing options they need and feel confident that they can afford the trailer they need.

They also advertise financing options in their marketing and social media, so potential customers know early on that West Texas Trailers has the tools to help them afford the trailer of their small business dreams.

The Results:

With Clicklease, they’ve seen measurable improvements in sales, revenue, returning customers, customer satisfaction, time-to-close, and average deal size.

50% Improvement in sales and revenue metrics

13% Increase number of returning customers

35% improvement in customer satisfaction

75% Improvement in their time-to-close metrics

50% Improvement in average deal size