

OEM Diagnostics Tools

Chris Paradise, Lead Sales Representative



The Problem:

OEM Diagnostic Tools didn't have a finance partner. They encouraged customers to pay with cash or a credit card, but their small-business mechanics often couldn't afford to pay up front for the equipment they really needed.

OEM sells the chip readers which diagnose errors and problems in vehicles. Every car made since 1996 has a diagnostic chip, so these readers are a necessity for local mechanics.

And for these hard-working business-owners, financing through a third party could get complicated.

"These guys run their own businesses but they aren't businessmen; they're mechanics...They do the best they can and try to get better."

OEM believes in their customers, so they tried to offer their own in-house financing solution.

"We took a down payment and took our chances...I'd do an \$8,000 sale, and I'd get \$300 and then \$10 a month instead of getting the whole amount up front."

They'll also have to follow up with about eight customers every day whose scheduled payments bounced. Three of those eight have a block on their card every single month. The team spent several hours every week chasing payments...when they could have been selling.

The Solution:

A customer introduced Clicklease to OEM Diagnostic Tools. They were approved online before they ever entered the store and came to OEM with an approval in-hand.

Clicklease instantly approves customers across the credit spectrum and with no Time-in-Business requirements. Customers get a real approval they can use right away with no complicated paperwork to slow them down.

"These guys are working 16 hours a day and they make decisions fast. They've been thinking about it for months and when they finally decide they want the product, they don't understand why they can't have it in 5 minutes. They want everything quick."

Plus, Clicklease provides same-day funding for sellers: "Without it, I would just have a lot of small payments each month which wouldn't add up to paying the bills."

Now, OEM doesn't look back. "I don't even mention another finance company unless the customer asks for a second option...Clicklease has been great."

The Results:

Clicklease has helped OEM Diagnostic Tools grow their revenue 25% month over month. They doubled their number of employees last year and need to do it again. And working with Clicklease has been simple and easy.

"It's super easy and really quick...Any time there's an issue with a customer their team is right on it. They've been great...The response time is unbelievable. The people I've worked with are great. I can't think of anything bad to say."

But perhaps the biggest benefit at OEM Diagnostic Tools has been for their sales rep, Chris Paradise:

"Clicklease has allowed me to stop looking for a job in medical device sales and continue to do this full time. Clicklease has been the big difference in the fact that my monthly income is high enough now that I can do this full time."

25%

 Revenue growth
month over month.

Customer Profile

OEM Diagnostic Tools

Chris Paradise, Lead Sales Representative

Industry: Automotive Equipment & Tools

Location: St. Paul, MN

Website: <https://oemdiagnostictools.com/>

This has changed my life."



-Chris Paradise, Lead Sales Representative