



The  
Complete  
Lease Broker  
Training Course

*An Affordable,  
Sales Oriented Program to  
Jump Start Your Leasing Career*

**GOODMAN**  
& ASSOCIATES

*Lease Training  
has been too expensive  
...NOT ANYMORE*

Aspiring lease brokers have paid as much as \$35,000 for training programs that teach them the basics of the leasing business. However, many of these programs leave their students ill prepared to actually make money in our industry. Why? Because they fail to properly address the real world sales aspects of being a new lease broker.

► *Sales Oriented Training*

Ken Goodman, CLP has trained hundreds of successful leasing salespeople and brokers by making sure they learned how to sell as well as how to lease. Now his complete four day course is available to you for a fraction of the cost of competing programs.

If you're going to be in leasing, you need to know what you're doing. Now you can learn everything at a highly affordable price.

► *Existing Sales People  
Also Benefit*

Since the vast majority of the curriculum deals with getting deals and getting them approved, the program is perfect for leasing sales people with some experience and those just now joining existing lessor and lease broker companies.

## *Leasing Topics Covered:*

- Introduction To Leasing
- History of Leasing
- Why People Lease
- Types of Leases
- Lease Terminology
- Financial and Tax Accounting
- Leasing Vs. Cash Purchase
- Leasing Vs. Bank Loans
- Time Value of Money
- Calculations and Pricing
- Using Financial Calculators to Compute Rates and Yields
- Using Computer Programs To Compute Rates and Yields
- Lease Quote Analysis
- The Credit Approval Process
- Reviewing Financial Statements
- Credit Reporting and Scoring
- Packaging Lease Transactions for Submission to Funders
- Finding and Working With The Best Funding Sources
- Fraud Prevention
- Lease Documentation and Law
- The Lease Funding Process
- Leasing to Municipalities and other Government Agencies
- Collateral & Collection Considerations

## *Sales and Marketing Topics Covered:*

- Introduction To Sales
- Time Management
- Contact Management Systems
- Prospecting and Telemarketing
- Networking
- The 30 Second Presentation
- Presenting Leasing Programs
- Handling Common Objections
- Closing the Sale
- Advanced Sales Techniques
- Neurolinguistics
- Negotiating Skills
- Relating to Different Personalities
- Developing Vendor Relationships
- Developing Non-Vendor Referrals
- Marketing for Brokers
- Using The Internet Effectively
- Using Trade Shows and Conventions Effectively
- Public Speaking Opportunities
- Creating Competitive Advantage

## *Follow Up Consulting*

Ongoing telephone consultation is available to graduates at significantly reduced rates to assist them in dealing with specific challenges, preparing marketing materials, designing web sites and structuring, packaging and placing lease transactions. There is no obligation to use any of these services.

## *Learning From Experience*

The material in this course has been developed from over 35 years of leasing industry experience primarily with small lessors and lease brokerage companies. These are ideas that have proven successful for some of the best of the best. Many people we have trained or mentored have gone on to CEO positions at their own companies.

### *Complete Manual*

Each student will receive a complete workbook which includes reference material on the subjects covered. This reference book alone is worth the price of the course. It is over 300 pages of valuable content including sample sales materials, sales letters and forms to make you more effective now... as well as plenty of reference material to come back to again and again.

### *Get Better - Win More*

If you have graduated from a competitor's lease broker training program and find yourself struggling, we can improve your "Real World" leasing sales skills and get you back on track to success. If you have been in business for a while but don't know how to outsell the competition, we can give you the tools to win deals you are now losing.

## *Course Pricing*

Now for the best part... The price of the Goodman & Associates Lease Broker Training Course is not \$35,000, not \$20,000, not even \$10,000....

By eliminating costly packages of fancy literature, expensive internet business opportunity advertising, fancy hotel rooms and other frills, we can offer our complete **Four Day Lease Broker Training Program for only \$5,495.**

Special discounts are available for multiple sign ups and for graduates of other lease broker training courses.

Discover how you can learn everything you need to know to be successful in leasing - without investing your life's savings. **Call us now.**

*Ken Goodman, CLP*

**GOODMAN & ASSOCIATES**  
**"The Equipment Leasing Experts"**  
24137 Grayston Drive  
Lake Forest, California  
888/852-7560  
[www.leasegood.com](http://www.leasegood.com)