



Power Tools for Successful Leasing

James M. Johnson, Barry S. Marks

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Power Tools for Successful Leasing is designed for equipment lessors and lessees alike. The book has been adopted by the Equipment Leasing Association of America for training hundreds of leasing sales representatives. The book has also been adopted as one of only two books on the recommended reading list for the CAUCUS certification exam to become a Certified Technology Procurement Executive.

Power Tools is a popular resource for a number of purposes--companies looking for new, easy-to-use training tools for their leasing sales representatives and brokers; companies that buy for distribution to their sales force--often distributed at a sales meeting; and lessees who are interested in developing or improving their skills in the critical areas of lease accounting, lease payment structuring, incentives to lease, and the all-important area of lease documentation."

Over 80 companies have adopted Power Tools as their main training tool or sales reference guide. Power Tools for Successful Leasing was originally designed to be a tool tailored to leasing sales, with detailed examples of payment and accounting structuring, two dozen tips on how to showcase the value of leasing, tools for avoiding capital lease accounting, along with an understandable presentation of lease documents--the function performed by each and the necessity of understanding their content.

The greatest value proposition of the book is its readability and its informal style, sprinkled with a little humor. Power Tools is literally like having a lawyer and a finance Ph.D. sitting in a conference room with the reader, explaining leasing legal and financial issues in detail with numerous step-by-step examples.

Leasing Power Tools Press, located in the Chicago metropolitan area, is the publisher of Power Tools for Successful Leasing © 2001 and Technology Leasing: Power Tools for Lessees, © 2002. The authors of both books are James M. Johnson, Ph.D., and Barry S. Marks, Esq.

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