

TURNING PAIN POINTS INTO GROWTH OPPORTUNITIES

INDUSTRY INSIGHTS REPORT

Executive Summary

In early 2025, Quail Financial Solutions, in partnership with an independent marketing research firm, surveyed over 7,000 manufacturers and dealers to better understand the sales challenges most commonly derailing growth. While the technology and solutions being sold continue to evolve, the sales process itself remains riddled with familiar friction—pricing pressure, extended payment terms, stalled deals, and limited market expansion.

Our goal was simple: identify the recurring pain points that stall sales and explore whether there are shared solutions that could eliminate or reduce these roadblocks and accelerate growth.

The results confirmed what many in the industry already suspected - sales teams are being asked to do more with less, navigating complexity without the tools or flexibility to close business efficiently.

The good news is they also revealed a path forward: strategic financing can reduce friction, shift conversations to value, and create momentum where it's been lost.



Methodology

Research Sponsor: Quail Financial Solutions

Conducted by: Independent marketing research firm, FischerFinch

Participants: 7,000+ manufacturers and dealers across the U.S.

Objective: To uncover common sales process pain points and evaluate whether shared solutions, specifically strategic financing, could streamline success.

Participants were asked to rank the pain points as they relate to their business today.

Key Survey Prompts:

- You invest time and resources in presenting detailed proposals that go nowhere.
- You put in the work with a client, and ultimately, the transaction doesn't close.
- You're pressured to take on credit risk, offering 30/60/90 day terms to close a deal.
- Has growth stalled? Feel like you're stuck fishing in the same pond all the time?
- You're forced to discount the price, even when you offer a superior product.

About This Report



Pricing Pressure is Pervasive

90% of respondents acknowledged they discount at least occasionally to close deals.

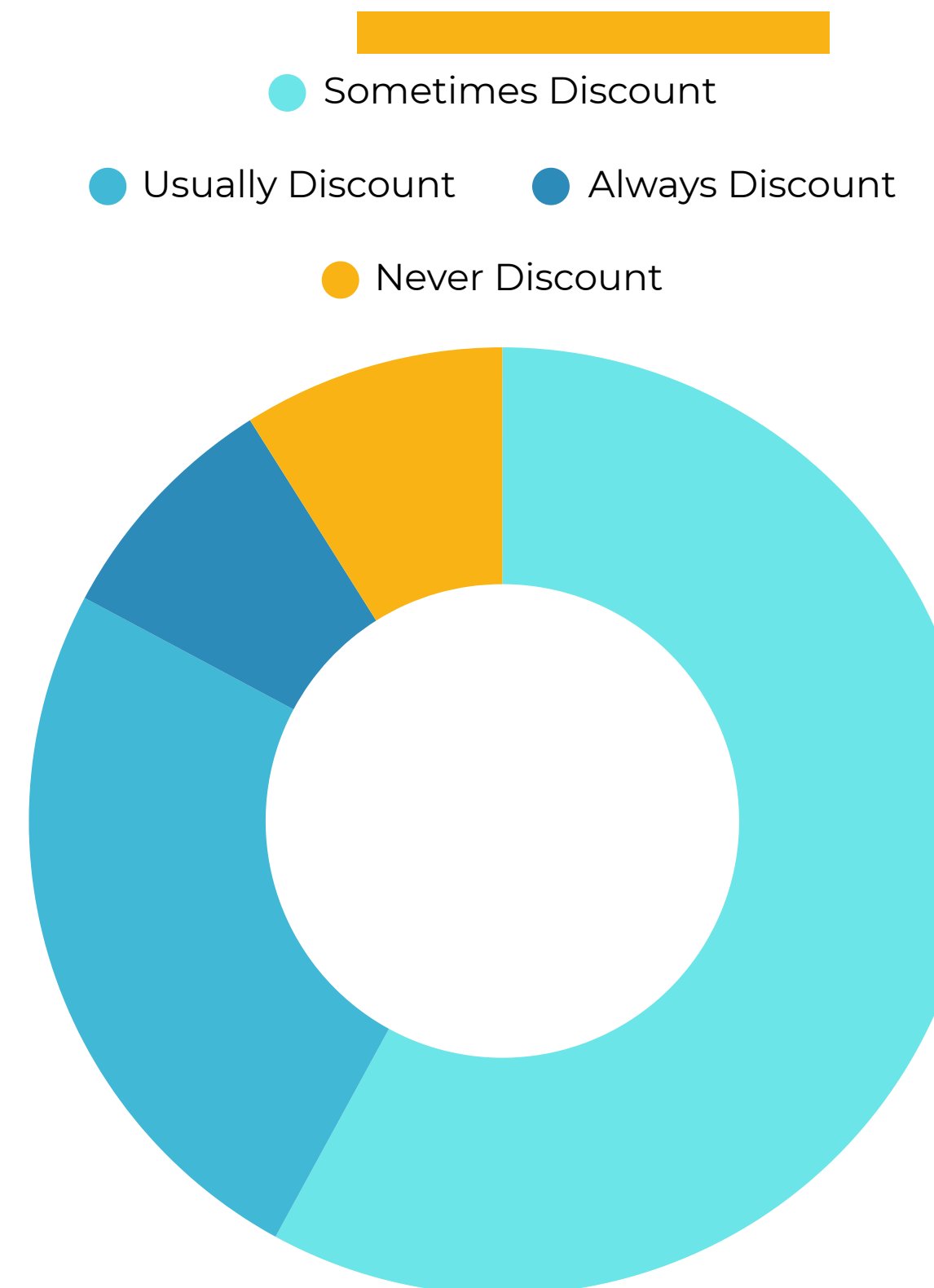
- 8.3% always discount
- 25% usually discount
- 58.3% sometimes discount
- Fewer than 10% never discount

Key Takeaway: Sellers are often forced into a race to the bottom, even when offering a better product. Financing shifts the conversation from cost to value, protecting margins and opening up upsell opportunities.

Quail's Solution:

- Frame deals around ROI, not list price, to show immediate profits instead of how many months/years it will take to earn their money back.
- Preserve margin integrity
- Enable larger average deal sizes

Pain Point #1



Cash Flow Constraints Burden Sellers

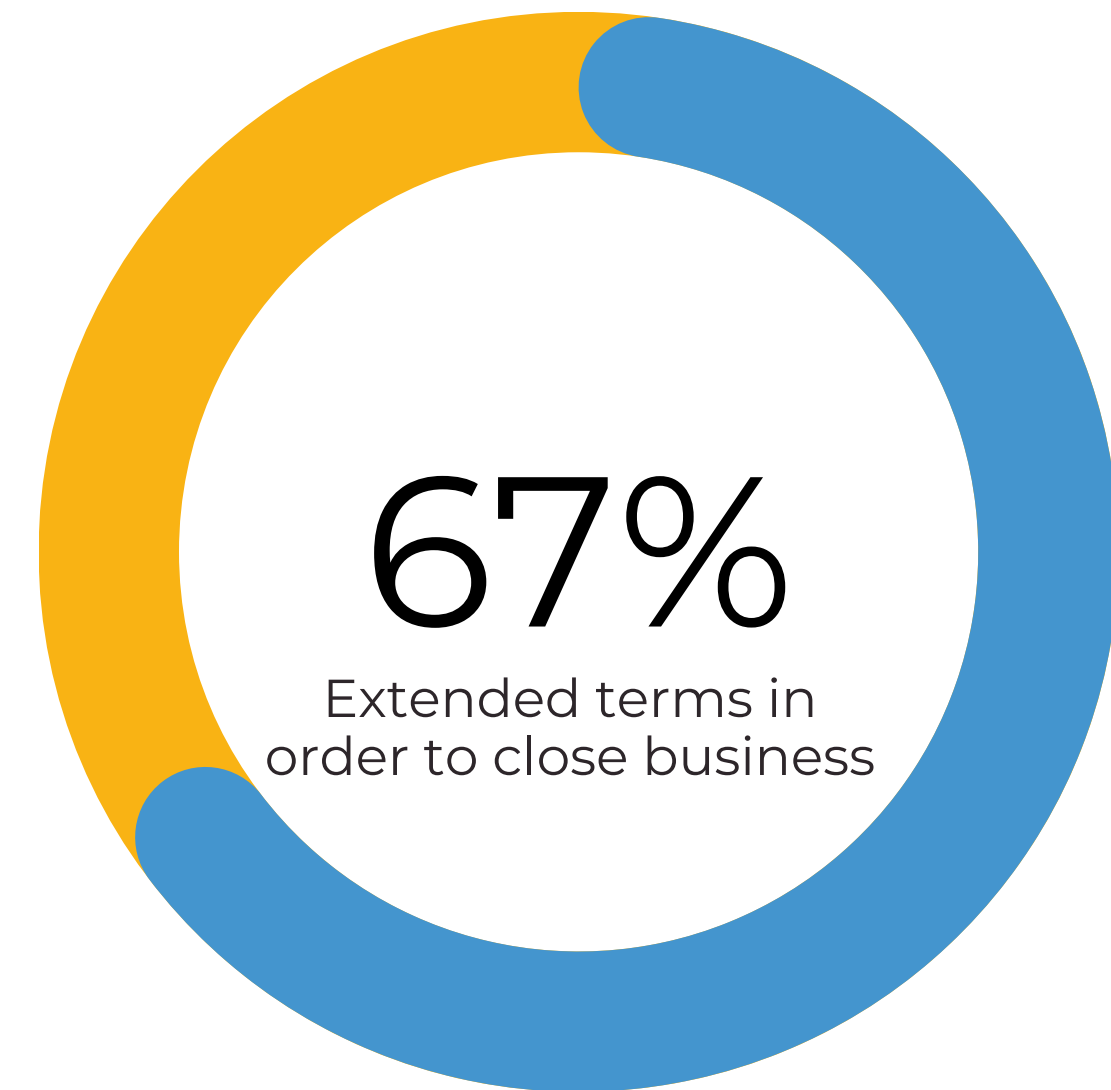
67% of manufacturers reported having to offer extended terms (30-60-90 days) to close business.

Key Takeaway: Sellers are absorbing risk that should be managed by financial institutions. Offering terms may close deals, but it strains cash flow, impedes growth, and increases exposure to bad debt.

Quail's Solution:

- Eliminate credit risk
- Ensure full payment upfront
- Keep your internal team focused on growth, not collections

Pain Point #2



Proposal Fatigue is Real

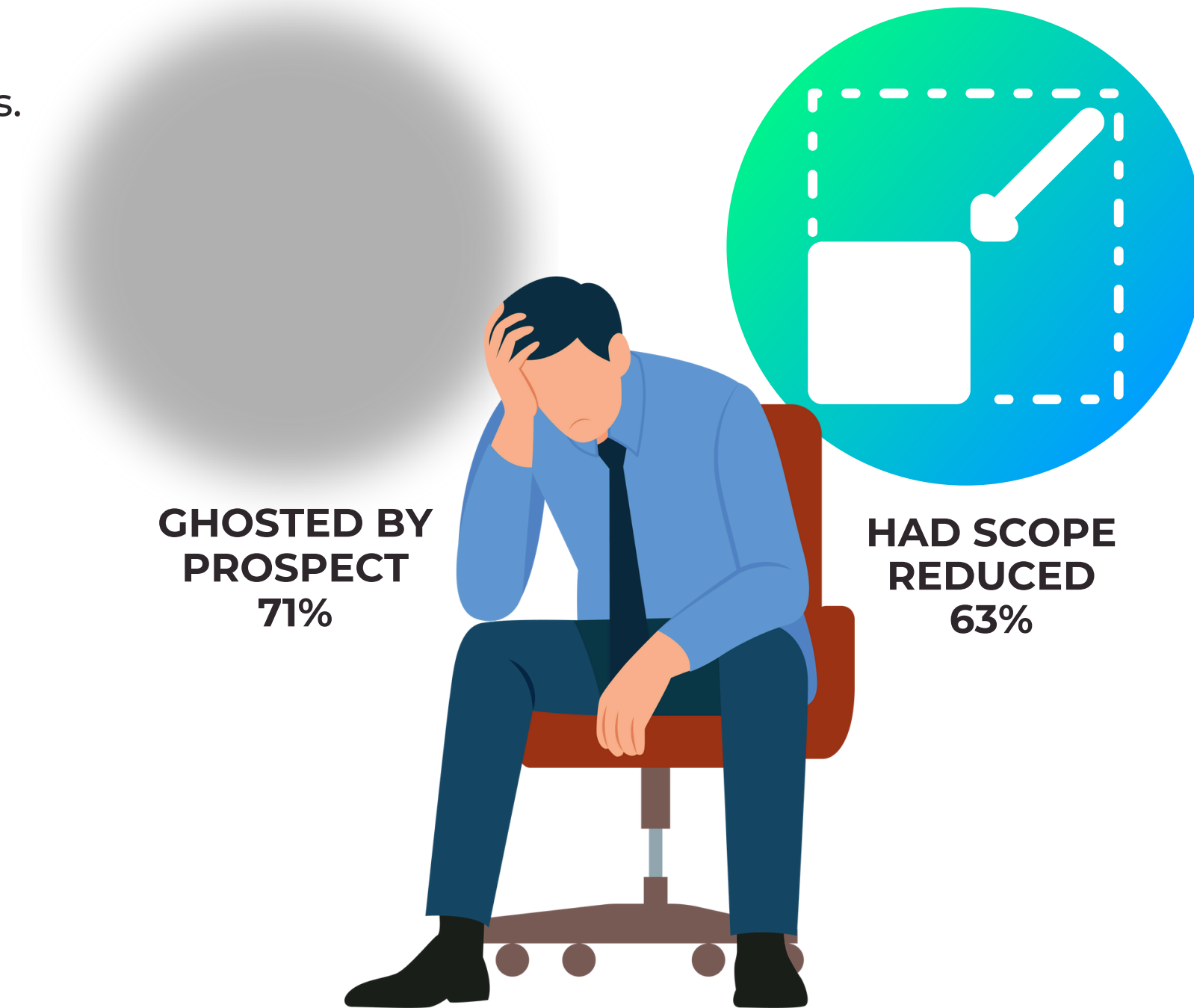
71% of respondents have been ghosted after submitting detailed proposals.
63% reported scope reductions after sharing pricing.

Key Takeaway: Sellers are wasting valuable time pursuing unqualified or uncommitted prospects.

Quail's Solution:

- Let us pre-qualify clients early
- Focus resources on qualified and committed buyers
- Reduce the cost of sales and increase your close rate

Pain Point #3



Growth Ambitions vs. Execution Gaps

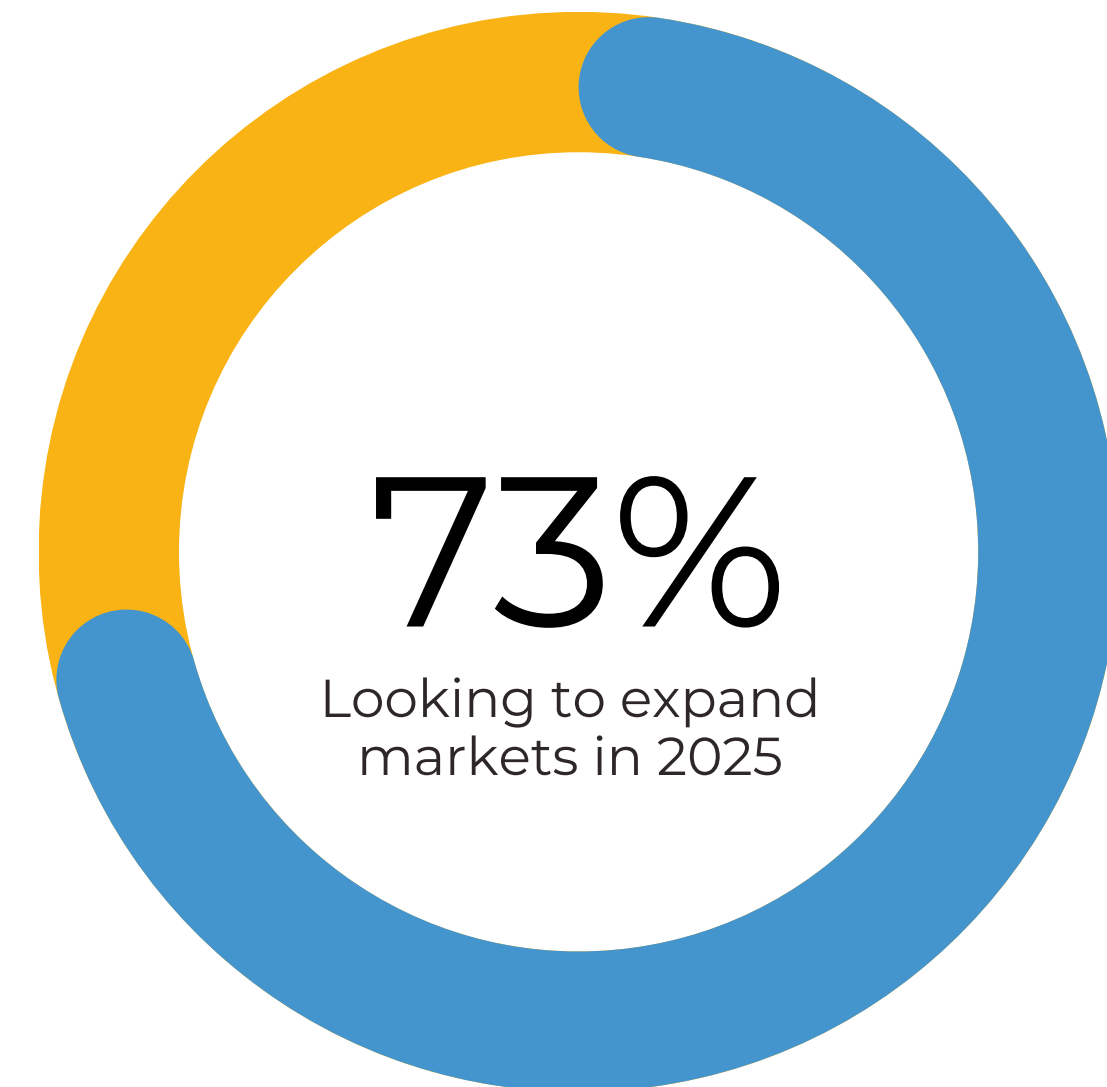
73% of those surveyed expressed a desire to expand in 2025, but lack the infrastructure or bandwidth to do so.

Key Takeaway: The intent to grow is clear, but many manufacturers/dealers feel stuck. Lack of new leads, overburdened teams, and unclear go-to-market plans stand in the way.

Quail's Solution:

- Provide our partners with marketing and lead generation support
- Enable smarter, leaner growth
- Reduce reliance on internal teams to drive market expansion

Pain Point #4



Strategic Recommendations

The challenges facing the manufacturing sector aren't new, but they are intensifying. The businesses that will thrive in 2025 and beyond are those that remove unnecessary friction from their sales process and align with partners who can extend their capabilities.

By embedding financing at the front of the sales conversation, companies can:

- ✓ Sell based on value, not price
- ✓ Get paid faster and eliminate risk
- ✓ Focus efforts on qualified buyers
- ✓ Scale with confidence and support

Action Items



We'd like to thank all of those who participated and provided their valuable insight.

Our goal is to support and elevate our partners, guided by the belief that a rising tide lifts all ships. We hope you find these insights meaningful, and we welcome the opportunity to discuss how these challenges are affecting your business and how strategic financing can help.

In the coming weeks, we'll be sharing additional strategies and data-driven solutions around the four key themes uncovered in our research: Payments, Positioning, Price, and Priorities.

To make sure you receive these articles, please confirm your address to info@quailcap.com.

Thank you





Let's Talk!

At Quail Financial Solutions, we've helped hundreds of manufacturers and dealers do exactly that. Whether you're seeking to close bigger deals, improve working capital, or expand your market reach, we're ready to help.

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Next Step

