

# Section 179 Urgency

## The year-end sales hack every dealer should be using

by: Dale Stein, Technology Assurance Group (TAG)

Imagine a firefighter. We will call him Sam. He is sitting at the fire station, ready to protect others in their times of need, waiting idly until his heroism is called upon. Suddenly, the alarm rings and someone needs his help.

Sam's role is clear — there is a fire to put out, there is an urgent deadline (i.e., a “pending event”) and the whole community knows it can turn to him because he has the tools and expertise to handle it. Every call comes with urgency and purpose, and when the job is done, he gets to enjoy the tangible impact he has made, not just on the owner's property, but on his (or her) whole life. Does your sales process feel like this? Or does it feel a little different?

Now I want you to picture someone else: Alex, the rain dancer. Alex spends his time twirling in an open field, hoping to summon rain for people who may — or may not — think they need rain. He can clearly see that everyone could use more rain — to grow their crops, to help their gardens bloom, etc. — but they are not asking for his help.

For Alex, there is no urgency, no clarity and no guarantee of success. While Alex's ornate shimmies might be well-intentioned, the people he is rain dancing for do not feel the same pull to act — and without urgency or “pending events” (like their houses smoldering to ashes) to move them forward, every conversation feels like an uphill battle. Even if Alex prides himself on his hard work ethic and is genuinely sincere in his desire to serve others, it will not be long before he is left wondering if all his efforts will ever pay off.

For an office technology dealer, Sam and Alex represent two different approaches to sales. Sam, our firefighter, only works with ideal leads who have recognized they have immediate needs, strong “pending events” and trust in Sam's abilities. Alex, on the other hand, spends his time chasing ice-cold “maybe” leads — customers without any urgency who might casually be intrigued by his services but, overall, lack respect for his talents. The biggest defining characteristic is his leads do not have “pending events.”



It is no wonder Sam finishes each day knowing he has accomplished something meaningful while Alex ends his days exhausted and questioning why he ever got into the rain-dancing industry in the first place.

If you are looking to transform your business, do this single thing: Get your sales team to stop chasing time-draining, soul-sucking “maybes.” Instead, get them to focus on crystal-clear “yes” or “no” prospects. There is one simple hack to make this work.

### The Obvious Secret

First, ensure your client has a “pending event.” With a “pending event,” you can step in as the expert who delivers solutions, rather than someone hoping for attention in a crowded field. “Pending events” work because they make your client's decision a requirement.

And before you argue, “But my clients don't have any pending events,” that is incorrect. All of them do. And it is called “Section 179.”

### Why Section 179 is Your Year-End Sales Secret

Section 179 is a powerful tax incentive that allows businesses to deduct up to \$1.22 million in qualifying equipment purchases made before the end of the year. For customers sitting on the fence about upgrading their office equipment, this tax advantage creates a clear deadline — make the purchase now or lose the benefit entirely.

This urgency is the perfect catalyst to transform indecision into action. The beauty of Section 179 is that it is not just about tax savings; it is a compelling reason for your customers to make a decision before Dec. 31.

### Leverage Section 179 to Close the Deal

If you have deals stuck in “maybe,” here is how to use Section 179 to get them moving: Start with a simple explanation. Let your customers know that Section 179 allows businesses to write off the full cost of qualifying equipment

in the year they purchase it. This deduction applies to items like copier/MFPs, printers, cybersecurity, phone systems and IT equipment — the very products they are considering.

Then make the urgency clear. Highlight the fact that this tax advantage only applies to equipment purchased and put into service before Dec. 31. You can say: “If you don’t act now, this opportunity may be gone for another year.”

For customers who are already interested, this deadline gives them the push they need to commit.

### Emphasize the Financial Savings

Next, break down how much they could save. For example, if a customer is considering a \$50,000 office technology package, explain how they can deduct the full amount, potentially saving \$12,500 or more on their taxes (assuming a 25% tax rate). When they realize the cost savings, the decision becomes much easier.

### Revive Dead Deals

Your sales team can use Section 179 as a conversation starter to follow up on stalled deals. An email or phone call framed around the year-end deadline provides a fresh reason to reengage. For example: “Quick reminder about the Section 179 tax deduction: If we wrap up your purchase of [specific equipment] before Dec. 31, we might be able to help you lock in a couple thousand dollars tax savings for this year. Let me know when you have time to chat so we can get this squared away.”

### Focus on Their Long-Term Goals

Beyond the immediate savings, remind customers that this is about investing in their future. The equipment they buy now will help their businesses operate more efficiently,

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stay competitive and grow into the next year. Section 179 is just the cherry on top.

As the year winds down, every customer wants to finish profitably. Use that momentum to your advantage. Section 179 creates a natural “now-or-never” moment that helps customers overcome their hesitation. You are not just selling equipment — you are offering a financially intelligent decision they will

thank you for later.

### Turn Those ‘Maybes’ Into Wins

Every deal stuck in limbo is an opportunity waiting to be seized. Section 179 gives you the tool you need to clear the fog of indecision and guide your customers to a confident “yes.”

By reminding them of the tax advantages and helping them see the urgency, you will not only close deals, but also build stronger relationships with customers who appreciate your proactive approach. In a way, they might even start showing your company the same respect they do the fire department.

This year, do not let the “maybes” hold you back. Leverage Section 179, close more deals and end the year profitably — both for your business and your customers’ businesses. And remember, if it does not work, you can always put on your rain-dancing shoes and start shuffling (just make sure you never rain dance on a hill though)! ■

*Dale Stein is co-founder of Technology Assurance Group (TAG), an organization of managed technology service providers (MTSPs). In addition, Stein is the managing partner for TAG’s MTSP, i-NETT, and also serves as its president. He also founded Westec Security Corp. and served as its CEO. Stein can be reached at [dales@tagnational.com](mailto:dales@tagnational.com). Visit [www.tagnational.com](http://www.tagnational.com).*

