Alliance Partners Training

Part 6

Written by: Scott Evers, VP Sales & Marketing

Why an Alliance Partner Wants to Represent HRL

Using HR Ledger for payroll frees up time for your client to focus on more important issues. Like creating or enhancing insurance packages, increasing sales or market share, evaluating strategies that will boost or maintain profits for the next five years, planning for estate issues, and numerus other activates that are a better use of their time in growing and protecting their business. The bigger and stronger they grow their companies the better and more profitable a client they are for you.

We help eliminates costly mistakes that rob a company of needed capital and personnel and smooth out the growth curve allowing them time to plan, grow and thrive instead of always putting out fires and shoring up defensives. We help supply the time and advice that allows a small business to plan for the future and not just stumble through it. Time to strategically work with you their trusted advisor instead of flailing around for stopgap fixes that cost ever more time and money, and when those emergency measures fail can reflect negatively on you.

HR Ledger helps your client stay compliant with the myriad of regulatory agencies thereby reducing risks of penalties and potential employee litigation. With California's "sue your boss" law you as an advisor must stay current on all the regulatory changes and interpret how they impact each particular client. HR Ledger helps your client stay in business by avoiding potential risks. Be an expert in your field and provide your client the HR and Payroll expertise from the professionals at HR Ledger.

HR Ledger's payroll and benefits engines are integrated. New hires and changes in pending enrollment or COBRA notifications. Even with your best intent and self-service HRIS and benefits administration you cannot beat this payroll and benefits connection. We do not supply a tool for your client or you to use, we do the work and free the employer and you.

HR Ledger assures accurate and timely payment to all employee benefits carriers, workers' compensation carriers, 401k administrators, TPAs, etc. with bill reconciliation and electronic fund transfer. This improves your posture and leverage with renewals – carriers appreciate the accurate and timely eligibility and payment.

HR Ledger pays you commission when your client subscribes to our service. Quit spending money to provide a service that brings you risk and get paid to bring them full service.

Who's your payroll vendor? More than likely you are paying a company that is using your money to sell insurance to your clients. Stop paying your competitor. Your business is at risk with every client that is using one of the major payroll

vendors including Wells Fargo, ADP and Paychex. With every payroll they are soliciting your hard won customers for the same services and products you make you're living on. Block them with HR Ledger.

The competitive playing field has grown. With HR Ledger you can expand your professional scope with no outlay, no training, and no licensing.

HR Ledger can directly provide you with current and accurate census for all benefits and insurance. We can also provide you with life change event notifications creating new sales opportunities you are currently missing.

Every additional product you place with a client makes that client "stickier". With HR Ledger you can save your client time, money, and potential litigation and fines, they will appreciate you for that more than anything else you can do for them.