Alliance Partners Training

Part 7

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How Does HR Ledger Payroll Benefit an Alliance Partner

Let's talk commission. Sales people need to be compensated, a "mutual referral system", promises to not compete, or "I'll scratch your back; you scratch mine" are all fine but the bottom line is income! The work you do, the risk you take is valuable and you should be compensated. At HR Ledger we put or money where our mouths are and we pay a 10% commission on new and renewing business for as long as the business is on the books! Did I mention we pay commission?

Many times we the payroll vendor become a very trusted advisor to our mutual clients. We are in contact with them on a weekly or bi-weekly basis most of the time. Very often a client will call us asking for advice about non-payroll matters, including the services and or products you offer. When that happens we always look to see who their CPA, Insurance professional, bookkeeper etc. is. Not only do we advise the client to call you but we also contact you with the question your client brought to us. This support for our Alliance Partners is a basic part of our overall business vision.

An old axiom in sales is that the more products or services you have with a client, the more likely they are to stay with you. Equally important is to understand that the more a client buys from you or relies on your advice, the more likely they are to become offended if everything does not run smoothly. Client who become large users of your services believe you owe them more than smaller lesser utilizers. This concept is a core teaching to our staff. We value you as our Alliance Partner and strive to do nothing to upset your relationship you have with your client.

Below is a copy of our flyer:

Eight ways Aligning with HR Ledger® Benefits YOU

1. Save your client considerable time and money. You're already a trusted advocate for your client now become a hero in their eyes – why not bring them services that are going to save them time and money?. PriceWaterhouseCoopers has shown that outsourcing payroll can save at least 50% over doing it yourself. Our research (confirmed by others) has shown that outsourcing benefits and COBRA administration can save at least 30% over doing it yourself.

- Reduces their capital investment in technology & man-power –
- Improves accuracy, timeliness, and efficiency
- Provides them access to expertise not normally available
- Package pricing eliminates invoice surprises –

- Recover capital through benefits audit – simple mistakes in eligibility, enrollment and pricing can have costly long term results

Benefits to you

- A happy client who respects that you are on their side will be with you longer.
- Free up your time as well, be an expert in your field and let us be your experts in ours. Ask us how.
- Present services which are focused on not gouging clients
- Eliminate errors which clients interpret as your fault

2. Expand the scope of your professional services. As an alliance partner with H R Ledger you not only bring a new solution but you expand your professional services into the payroll and HR arena. HR Ledger® gives you tools usually only available to larger companies. Surveys by the Outsourcing Institute indicate that improved quality and service are key features employers look for when seeking to outsource business processes.

Benefits to you

- You look good because we improve the timeliness and accuracy of the services we replace
- Positions you as their trusted advocate. Someone who is looking out for them.
- Provides you a broader market with built-in door openers

3. Stop paying your competitor. Whether it be your own payroll or your client's, it is always better to avoid placing it with a competitor who targets your products or services, if you can. Ask yourself "Is my client being marketed to with each payroll package they receive?"

4. Protect and control your book of business. Not referring your competitor is a start. Blocking the big payroll vendors and banks from getting at your client is essential. Teaming with us prevents your leads, prospects and clients from looking elsewhere for service solutions and thus opening the door for your competitors.

5. Access pertinent client data. With HR Ledger® you have the opportunity to access a wide spectrum of pertinent and timely data such as census and payroll data. In seconds, you can have the most up-to-date data necessary to develop quotes on all benefits, workers' compensation, voluntary products, data for testing, and with which to do compliance reviews – without disturbing your client.

6. Capture life change events. When H R Ledger does both payroll and benefits administration we can catch most life change events that might affect insurance – such as attained age, termination, hire, promotion, etc. We alert you of these events as opportunities for you to enhance your relationship with the employees of your client

7. Help your clients stay compliant. H R Ledger performs both an initial audit and ongoing compliance monitoring to identify, and potentially mitigate, virtually all regulatory compliance issues associated with payroll processing. In addition, we provide HR resources for all your client's routine HR questions.

8. Increase your revenue. Adding H R Ledger to your sales strategy is easier than you think. You don't have to become an expert on payroll – just make a referral and we will do the rest! We provide a level commission schedule and we vest it at 100% for the first 12 months - and 50% thereafter.

For a discussion on how we can help you help your clients please call 800-451-1136 and ask for Scott Evers.