Alliance Partners Training

Part 8

Written by: Scott Evers, VP Sales & Marketing

How Does an Alliance Partner Open the Conversation with Their Client

When approaching your existing clients about their payroll needs simple questions are the best:

How do you do payroll now?

What you are trying to find out here is if they do payroll in house or if they outsource it to a payroll vendor.

If the answer is "In-house" ask: "What system do you use?"

The answer most often will be Quick Books or Quicken. Other answers may include the payroll component of their overall business software. For example contractors use a variety of business software products, including: Procore, Smartsheet, Canvas, Sage 300 Construction and Real Estate, Buildertrend, and IAuditor, to name a few. There are over 200 software prgorams written for contractors alone. Restaurants also have many business software systems. Most of these systems have a point of sale system in addition to a rudimentary payroll component.

Don't let this dissuade you, the payroll components are fundamental at best and out of date at worst. Additionally HR Ledger can acquire some of the data we need to process payroll correctly from most of these systems. Remember all you want to do at this point is to collect information to have later in a discussion with your sales partner at HR Ledger.

If the answer to your question is that your client uses a payroll vendor then these two questions are next:

"What payroll vendor do you use?" AND

"How is that working for you?"

These two questions will let us know how to approach the presentation. After a consultation with your HR Ledger sales partner all you have to ask your client is:

Would you be interested in a free review of your payroll process and a comparative proposal to determine if you have the best system for you?

If the answer is yes fill out as much of the HR Ledger Referral Card as possible and send it to your sales partner at HR Ledger as soon as you can.

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