

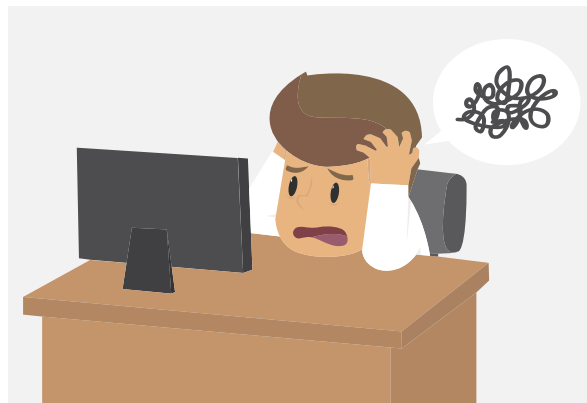


PAYROLL CONVERSATION STARTERS

Not sure how to get the conversation flowing about payroll? We're sharing some of our trade secrets to get to the bottom of your client's payroll needs.

Conversation Starters

Identify whether customers would benefit from a Payroll Manager by asking some of these questions:



- 1** How do you currently process payroll?
- 2** How do you plan on processing payroll?
New Business
- 3** How many employees do you have?
- 4** How much does your current payroll service cost?
- 5** How much time do you spend on payroll now?
- 6** What is the current processing time of your payroll service?
- 7** How do you make sure that you're staying up to date with laws and tax codes in regards to payroll?
- 8** Have you ever received a fine or violation or tax notice with regards to your payroll?
- 9** How often have you had to upgrade your current payroll software?
 - ✓ How much have you had to spend on those upgrades?
- 10** Do you find that your current method of processing payroll is user-friendly?
- 11** Who do you call when you have a question about payroll?
 - ✓ How long do you generally wait to talk to a person?
- 12** What do you like about your current payroll?
- 13** How user friendly is your payroll for your employees?
 - ✓ Can your employees access things like paystubs and W-2s?
- 14** Who is handling payroll at your office currently?
 - ✓ How long does it normally take them?
 - ✓ If they are sick or out, who handles it?
- 15** Are you being billed per payroll or monthly?
- 16** Are you using Direct Deposit for employees?
 - ✓ Are there fees associated with that?
- 17** Are you doing paper checks?
 - ✓ If so, how are you getting those checks?

Objection Handling

If your client still isn't sure about switching, never fear. We've got some great tips to address any objections they might have and help you close the deal.

Manage "Already Using a Service" Objections

Focus on ...

- ✓ **Pricing, ease of use, time saved**

"How much time do you generally spend on processing your payroll every pay period? Did you know it only takes an average of XX minutes with our service?"

- ✓ **Customer service, US-Based, multiple options of reaching us, available six days a week**

"How easy is it to reach your current payroll provider when you have questions? Can you reach them after hours?"

- ✓ **Tax filing guarantee**

"Did you know that the average penalty for an incorrect payroll filing with the IRS is \$845?"

- ✓ **Additional services included in our product's cost – more value for their money**

"Does your current process have any kind of guarantee on your tax filings? Do you know how secure it is? How long does it usually take to talk to someone when you have a question?"

"Would you mind walking me through your current payroll process to see if we can offer you a solution to save you time or money?"

Manage “In-House” Payroll Processing Method:

Focus on ...

✓ **Time savings**

“How much time do you generally spend on processing your payroll every pay period? Did you know it only takes an average of XX minutes with our service?”

✓ **Violation fees and cost of mistakes / Tax filing guarantee**

“Did you know that the average penalty for an incorrect payroll filing with the IRS is \$845?”

✓ **Customer Service – US-based, multiple options of reaching us, available six days a week**

“Who do you call when you have a question about payroll? How long do you generally wait to talk to a person?”

✓ **Can run payroll from anywhere, any time**

“What happens if the person running payroll for your company suddenly leaves? What happens if you forget to set up payroll before you go on vacation? Can you do it online?”

✓ **The Safety Net**

“Wouldn’t you feel better knowing your trusted advisor (CPA, Accountant, Bookkeeper) was overseeing your payroll to check for errors?”

Managing Pricing Objections

Focus on ...

- ✓ **Be sure to compare apples to apples.**

"Is [Competitor's offer] full service or basic service?"

For example: Quickbooks Basic might cost only \$10/month, but the client is stuck handling all of the tax filings on their own which opens the door to notices. QuickBooks Full service is going to run generally \$60+ per month, which is a higher cost than what we are charging and still creates room for profitability to the partner.

"How much are you currently paying?"

- ✓ **Discuss realistic expectations for a service like this – someone may only want to pay \$5 for this service, while others may only want to pay \$5 less than what we're offering.**

"What price would you feel comfortable paying for a payroll service like this?"

- ✓ **Time savings in addition to cost savings**

"What could you do with the time you save?"

- ✓ **Tax filing guarantee**

"Did you know that the average penalty for an incorrect payroll filing with the IRS is \$845?"