CASE STUDY: MARY GROTHE

Mary Grothe
Founder, House of Revenue

Mary Grothe is a mega-successful B2B sales star and business growth strategist who set numerous records selling payroll and HR solutions. After breaking sales records for multiple mid-market companies, she founded House of Revenue, a Denver-based firm that provides revenue growth, marketing, sales and customer success expertise to B2B companies. House of Revenue provides an average client ROI of over 1000%, an average growth increase of $3.2 million, and enjoys a 95% client renewal rate.

In her first year with a payroll provider, Mary Grothe sold $375,000 in Time and Attendance, representing 50% of her total revenue for the company. The next year, that revenue was even higher, driving the company to ask her to train others on the secret of her success.

Getting an Executive Meeting with an Existing Customer

As a payroll provider, Grothe had access to payroll reports that showed labor costs, something CFOs care about. She took a step-by-step approach to setting up a conversation with each executive. First, she looked for trends in payroll reports showing increases in labor costs and overtime expenses.

> **"Even if there was no increase, I could still calculate overtime and its cost by department," Grothe notes. "These numbers are compelling to business owners and financial officers."**

Next, she did her homework by searching LinkedIn and other sources for changes in the customer's industry or the company itself that might spell either growth or reduction. Once she had her insights, she scheduled a CFO meeting. "CFOs will be interested if you have information that reveals costs that can be avoided," says Grothe. "I promised a brief but valuable meeting to provide insight into the near future that tied to the growth or reduction uncovered in my research."

A Winning Sales Strategy

Lead With Time and Attendance

Trends in payroll reports show increases in labor costs and overtime expenses.

Identify Avoidable Costs

Executives care about the bottom line, profitability and growth.

Know the Industry

Subtleties in each industry affect Time and Attendance.

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Getting an Executive Meeting with a New Prospect

Grothe always led with Time and Attendance when approaching new clients. Selling at the executive level closes deals and executives care about the bottom line—profitability and growth. The connection between labor costs and the bottom line is very clear.

> **"When selling into companies with a lot of hourly workers, it pays to lead with Time and Attendance," Grothe says.**

"When selling into companies with a lot of hourly workers, it pays to lead with Time and Attendance," Grothe says. "Industries like manufacturing, distribution, machinery, warehouse, telecommunications, and property management all are great candidates for improved timekeeping."

First, she looked for the subtleties in each industry that might lead to problems in Time and Attendance. Next she conducted a needs analysis that involved identifying inefficiencies. Common problems found were an inability to track time by department or job assignment, buddy punching, trouble covering shifts, and timecard approval delays.

With a problem identified, she would flesh out the details. She would ask how long the problem existed, what it cost, and what solutions had been tried in the past. Most importantly, she would ask why the problem was now big enough to fix, and how much they were prepared to spend. For the clincher she would ask the cost of doing nothing. Once she had agreement on the numbers, she did a demo.

Gaining Executive Sponsorship with Customers/Prospects

For both customers and prospects, Grothe would conduct the executive meeting, present her analysis and ask open-ended questions to understand the executive perspective on the undesirable situation. Then Grothe explained features that would help control costs and reduce unbudgeted overtime, connecting these features to the executive's concerns.

For example, she shared the APA statistics that employees round an average of seven minutes per day in their favor. At an average US salary of $56,000, that's 30 hours per year or $816 per employee annually. Plus, time to calculate timecards, chase down late submissions, get missing timecard approvals and 2% cost for human error. "A company with 50 employees could be saving nearly $50,000 per year on these statistics alone,' emphasized Grothe. 'And then there is overtime."

Once the CFO was on her side, Grothe had an executive sponsor for the remainder of the sales process. She would then use her relationship skills to close the deal.