

# Secrets to Success Selling Time and Attendance

**Leading with Time and Attendance pays off.**

Just ask Mary Grothe. She sold \$375,000 in time and attendance her first year at Paychex. That was half her total revenue! The next year she was closer to \$400,000 and was asked to train her peers on the secret of her success.



## SELLING TO Existing Customers

**Use payroll reports** that discover labor costs. Money matters.



## Look for trends

Look for increases in labor costs and overtime expenses. Calculate overtime by department.



## Do your homework

See if anything is changing at the company or its industry that might lead to growth or reduction.



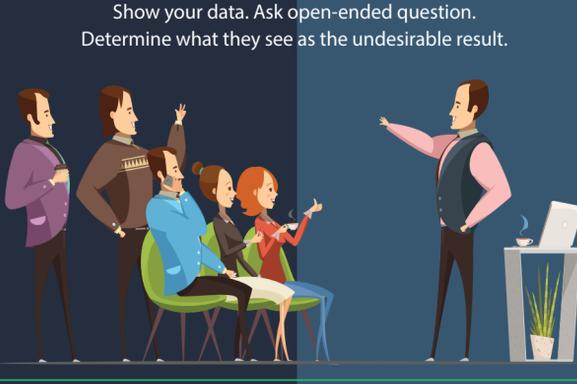
## Schedule a CFO meeting

Get interest by promising a brief, valuable meeting with insights that tie to growth or reduction.



## Conduct the meeting

Show your data. Ask open-ended question. Determine what they see as the undesirable result.



Make sure you can do a basic demo. Even if you have a sales engineer for extensive demos, be prepared to do a quick demo yourself. Strike while the iron is hot. Put them at ease on the spot. Don't lose momentum. Do it while they are emotionally involved.

## Solution walkthrough

Show features that help control costs and reduce overtime. Share APA Statistics.



APA statistics show that employees round an average of 7 minutes per day in their favor. The average salary in the US is \$56,000. At 7 minutes per day, that's 30 hours per year or \$816 per employee per year. On top of that, add in the time to calculate time cards, chase down late submissions and those who forgot to approve their time cards plus 2% cost for human error. A company with 50 employees could be saving nearly \$50,000 per year on these statistics alone. And then there is overtime....

## Executive sponsorship

Get the CFO on your side. They will sponsor you through the process.



## Close the Deal



**At 22, Mary Grothe started with a Fortune 1000 Payroll/HR company** at just \$13/hour in an admin role, but quickly advanced into mid-market sales. She rapidly found success by listening to clients and always solving their needs; putting their agenda before hers. With multiple #1 finishes and millions in revenue sold, she left for a few years and then returned serving larger, more complex prospects/clients. By 2017 she had two Top 25 and one Top 10 finish and millions more sold.

Visit [swipeclock.com](http://swipeclock.com) to add to your service offering today.

**888.223.3450**

For more information about Mary Grothe visit [marygrothe.com](http://marygrothe.com) and [salesbq.com](http://salesbq.com)

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