

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.



SELLING TO New Prospects

Lead with time and attendance

Executives care about the bottom line — profitability and growth.



Seek nuances

Look for subtleties for the company and industry.



Needs analysis

Find inefficiencies and hot spots.

Some examples include inability to track time by department or job assignment, buddy punching, trouble covering shifts, and time card delays.



Quantify

Calculate the cost of the current state. Ask why it needs fixing now. Figure the cost of doing nothing.

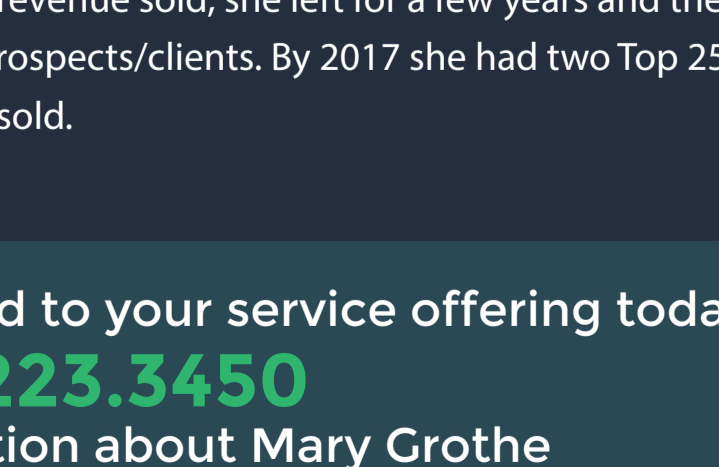
Wrap an ROI around it based on how long the problem has existed and what it costs. Ask what they did in the past to try to fix the problem. What worked? What didn't? And why is the problem big enough now to fix? And what are they prepared to spend to fix the problem.



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 to add to your service offering today.

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For more information about Mary Grothe visit marygrothe.com and salesbq.com

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