

HOW TO MARKET AND SELL

CONNECTING WITH THE BUYER / KEYS TO REMEMBER

1. Make it about them, not about you.
2. Focus on their business problems and how you can help solve their pain.
3. Tell stories about similar customers and how you helped them.
4. They don't care you are an ASO or PEO, so don't tell them until later in the buying cycle.
5. Key differentiation to discuss; Workforce mobile app(Pacific Timecard) to document employees time/GPS location and meal periods, Seamless integration between Pacific Timecard app and Payroll, help manage compliance with labor laws and a one stop shop for all administration needs.
6. Make sure you know what you can sell.

TECHNICAL ADVANTAGES OF THE CLOUD / WHAT SMBS WANT

1. Nothing to install, maintain for clients.
2. Anytime, anywhere access via a web browser for employees.
3. Anytime, anywhere access via a web browser for managers.
4. Works on desktops, laptops, smartphones and tablets.
5. Backup and disaster recovery.
6. Security.

FOCUS ON THE ISSUES THAT MATTER TO YOUR PROSPECT

	10 - 25 WSEs	26 - 75 WSEs	76 - 150 WSEs
Business Concerns	<ul style="list-style-type: none"> • Cash flow. • Finding good talent. • Not enough time. • Insurance. 	<ul style="list-style-type: none"> • Managing costs. • Finding and retaining talent. • Growing the business. 	<ul style="list-style-type: none"> • Managing costs. • Finding & retaining talent. • Scalability. • Government regulations.
Buying Motivation	<ul style="list-style-type: none"> • Insurance (Benefits/WC). • Simplification. • More time to focus on the business. 	<ul style="list-style-type: none"> • Access to insurance. • Access to expertise. • Labor cost management. • Improved efficiency. 	<ul style="list-style-type: none"> • Improved efficiency. • Access to expertise. • Access to insurance. • Liability management. • Labor cost management. • Improved consistency.
Buying Triggers	<ul style="list-style-type: none"> • Insurance renewal. • Poor service from current vendor. • WSEs in new states. 	<ul style="list-style-type: none"> • Insurance renewal. • WSEs in new states. • Key employee turnover. 	<ul style="list-style-type: none"> • WSEs in new states. • Key employee turnover. • Insurance renewal.

PROVEN TECHNOLOGY



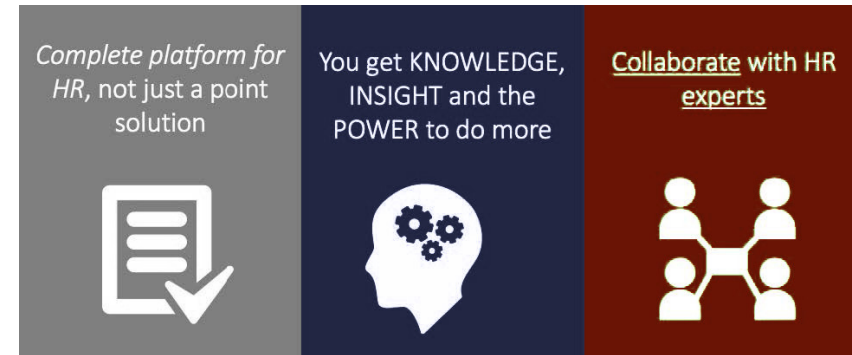
HOW TO MARKET AND SELL



HOW THE HR CLOUD HELPS YOUR CUSTOMERS



WHAT MAKES THE HR CLOUD UNIQUE?



HOW TO POSITION OUR TECHNOLOGY

