Marketing Manual

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Marketing Manual

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Sales Flowchart in a Nutshell

1) First do a presentation to a client remotely or face to face. Do not sell on price alone! Sell the benefits of our Employer & Employee platform & how our cloud based systems will enable the client to manage their staff better, increase efficiency and productivity.

2) Send client Letter of Engagement & Customer Agreement for client to sign, using 1st email below

3) Setup Direct Debit with client using GoCardless. This is the best way to collect payment. However, you can accept payment by cheque or cash even!

4) Add client to YOUR licensee control panel & email them their login details using the 1st email below

   Please Note: Make sure you **attach Employer & Employee manuals** when sending this email

5) Get customer to login to Employer Control Panel & Add their Employees.

6) Once done, we will personally contact company within a day or two to get further information & schedule with the company, a date & time to teach them how to use our control panels.

Email to Send out With Agreement & Letter of Engagement

Subject: Payrolls Direct Customer Agreement

Dear <insert name>,

I hope you are keeping well & thank you for trusting us with your payroll.

Please find attached, letter of engagement & customer agreement.

The letter of engagement is for your record only and does not need to be signed or returned.

Please sign customer agreement, scan, & email back to me, or, alternatively, post it back to me.

If you are posting, my address is:
<insert address>

If you need any further help, please call me on the mobile number in my email signature.

Speak soon,

Email to Company with Their Login Details

Subject: Payrolls Direct Employer Control Panel Login

Dear <insert company name>,

You can now login to your employer control panel using the details below:

Login Web Address: https://payrollsdirect.com/client-login/
Business Name:
Login Email:
Login Password:

Please login & add your employees.

I have **attached our Employer & Employee manuals** for your reference.

Please email the Employee Manual to each of your employees.

Somebody from head office will make contact with you in the next day or two, & schedule a date & time to teach you how to use our control panels.

If you need any further help, you can contact head office on our freephone number: 0800 193 1964.

Speak soon,

Why Should Businesses Outsource Their Payroll?

The main reasons why businesses outsource their payroll with us include:

- Increased Efficiency - They can manage their staff better & improve productivity using our Employer & Employee platforms within our cloud based systems
- Time AND Cost Savings
- Confidentiality – all payroll details are held confidentially away from their main business premises, meaning sensitive information does not get into the wrong hands.
- Reliability – removes the risk of their employees not being paid due to unexpected sickness absence of key payroll staff.
- Security – We are registered under the data protection act and take data security and confidentiality very seriously. All of our data is backed up and all data is encrypted.

Why Payrolls Direct?

Our client focussed, experienced and dedicated team will provide your clients with a personalised payroll service to suit their requirements. We understand that all businesses are different and tailor our payroll services to meet your clients' needs.

We ONLY do payroll, nothing else! We are not accountants who just offer payroll processing as an add-on service. Accountants are "jack of all trades", we are masters on one!

Basic Marketing and Advertising Strategies

You and every other entrepreneur have one thing in common: You are almost certainly sitting on untapped profits in your business. These profits exist in all the areas where you have not yet optimized and maximized the marketing strategies that will attract and keep the maximum amount of customers.

Your hidden profits can be found in the following:

- Every brochure, letter or email you write that does not build, create or nurture a deep and outstanding relationship with your customers and clients. Look at all the marketing material you have and see if you can improve it further.
- Every letter or email that you would like to write but simply don't get around to. By maintaining constant contact with potentials that have started dialogue, you greatly increase your chances of converting to a client.
- Everyone who contacts you, online or offline who is never converted into a customer/client with effective marketing. Again, always keep dialogue fresh and never give up on a potential until they ask you to.
- Every one of your key team members (including you) who is not trained in leading edge sales skills. Keep learning and keep improving your sales knowledge if you want to increase your conversion rates.
- Every time you refuse to charge what you truly deserve. Do not try and win business on price. Instead focus on all your other USPs – including levels of service, professionalism, ease of use, etc

This list should motivate you – because every one of these areas where you are not yet performing at 100% of your potential represents your hidden wealth – untapped assets that you can turn into extra profits immediately.

Getting Customers Using Join.Me

Assuming you joined Payrolls Direct, as we are going to be processing the payrolls for you, all you need to do, is to roll up your sleeves and get on with the task in hand, which is to get new clients.

Sales and Marketing is the one area that concerns many people. However, this is not as complicated as it seems and becomes much simpler, when broken down into 5 key components which are:

1. Identify the name of the decision maker

2. Call the company and ask to speak to the decision maker, preferably asking for them by their first name.

3. Very simply explain our business proposition. If client is interested he / she will ask you how much you charge for “x” number of employees. You now know how many employees the client has.

4. Do an online presentation & arrange a meeting. If client has time, ask them to go to join.me to do an online presentation of our cutting edge cloud based payroll solution. If not, then make an appointment to talk at a later date or meet the client in their premises.

5. Converting the potential into a client

1) Before calling anybody, have the following 4 tabs open:

a) Home Page
b) Price List
c) Client Area – with dummy employer login details prefilled – clear employee login
d) Client Area – with dummy employee login details prefilled

The main reason for this is that you are not messing about finding login details and therefore your presentation is slick.

Now open join.me desktop app and have number ready for giving to a potential customer when doing a presentation.

2) Identifying the name of the decision maker

When it comes to pitching a deal, it is important that you are talking to a decision maker. In a small business to medium size business, employing less than 50 people, the decision maker is usually the owner of the business if it is a sole trader, or the financial director / managing director if it is a Limited company.

So how do we find out who the ultimate decision maker is for our payroll service? When going after a new lead it is important to do your homework to identify the key decision maker.

Start with your lead’s company website if they have one. There is generally a page that lists the staff and Owners / Directors. You can often get the name and title of the person that would be responsible for the department that you need to speak with. The website will also provide you with email addresses and telephone numbers.

Another good second source of information is Google. Often just by typing the companies name and doing a Google search, you will be able to find the name of the decision maker.

Another good source of information is your local chamber of commerce. It is worth joining just for the access to all their business data and list of members. However, there are many additional benefits to joining. You can attend their regular networking meetings, and other functions, and meet business owners face to face. Call them and ask to speak to one of their Business Development Managers and go from there.

Facebook and LinkedIn are also good sources of information. Many businesses have profiles on both and it is easy to find out who you should be asking for when you call.

Use Experian

3) Call the company and ask to speak to the decision maker

Before you make the first call, make sure you are ready. Remember, your objective is to find out if the business is a possible candidate for our payroll services in a very short time.

Let us assume you are calling a company called Nexxus and the decision makers name is Grant Clarke.

Call the company and in a clear and confident tone say the following: *"Hello can you put through to Grant please."*

By asking for the first name, you are indicating that you know the person. If there is more than 1 Grant working there the receptionist will ask for the surname and at that point you can give it.

Now at this point you might get put through straight away. However, many receptionists will ask what the call is in connection with. Your answer would be short and straight to the point: *"It is regarding your payroll."*

4) Very simply explain our business proposition

At this point you are likely to get put through is the decision maker is available. Let us now assume you get put through to the decision maker. This is what you would say: *"Hello I am calling from Payrolls Direct. We can help you manage your staff better, AND save your business time & money, if you outsource your payroll to us.*

Our cloud based systems are unique and will help you to share information better & increase staff productivity.

5) Do an online presentation & arrange a meeting

Pause for a second. At this point, if the decision maker is interested, he will ask you how much you charge for "x" number of employees, and now you know how many employees the owner has and you can give him a quote and ask him *"do you have time for me to do an online presentation? It will only take 5 minutes."*

Then you can do an online presentation using join.me and show all the extra features our cloud based platform has. After which, you can arrange to meet the client at his premises to answer any further questions and acquire their business.

If the business owner does not ask you a question or speak when you pause, you may continue with your presentation: *"We are the ONLY cloud based payroll company that provides their customers with ALL the tools they need to manage their staff better. Let me show you our pricelist & then I will show you how our Employer & Employee platforms can help you manage your team.*"

Pause for a second. At this point, if the decision maker is interested, he will now ask you how much you charge for "x" number of employees and you can give him a quote. If he is busy but still interested, arrange another time to call him or ask him if he would like you to go to his premises and do a presentation face to face.

If the decision maker does ask you to call him at a later time or gives you an appointment, then from then on, you must make sure that all your communications are handled quickly and efficiently as from this point onwards, your chances of securing the business are very high IF you deal with all queries in a timely manner.

6) Converting the potential into a client

This is actually the easiest part of the process if handled well. The client has agreed to see you so **the interest in our services is already there**. You now have to persuade the client that it is in their interest to let us manage their payroll.

a) Do a presentation, on the laptop. Stop and listen to your client and answer his/her queries whenever he/she interrupts, before continuing with the presentation.

b) Show them how easy it is for them to upload and access their information online.

c) Demonstrate how you are actually saving them money AND time

Now that you have done your presentation, y**ou must ask for the business**.

Here are a few different ways to ask for the business:

1. Now that you know what I can do for you, should we sort out the paperwork?

2. If you have no more questions, there's just one left for me to ask: When do we start?

3. I'd really like to manage your payroll. When can we get started?

4. Would you like to go ahead, now that you know I can save you money?

Remember, asking for the business is the natural conclusion of any successful presentation.

Download our new franchise brochure here: **http://payrollsdirect.com/franchise/brochure.pdf**

You can also view our price list here: **http://payrollsdirect.com/pricelist.pdf**

We can save businesses a lot of money if they outsource their payroll to us. Our cloud based platform is cutting edge and definitely superior to anything businesses are currently using.

How to Build Rapport with New Clients

People are generally more receptive to people like themselves. Whether that's right or wrong, it's built-in to the most primitive parts of our brain and it's something that you can tap into in various ways, but especially through subtle mimicry. For example, there was a study done in which an interviewer talked to participants and then dropped several pens on the floor. Participants who were mimicked during the conversation were two to three times more likely to pick up the pens!

1. **Mirror their body language.**
   - Posture/Body Movement: Wait 10 seconds, and then shift your body in the same way.
   - Gestures: Use the same hand gestures they use, but only when it’s your turn to talk.
   - Facial Expressions: Match their facial expressions instantly. If they raise their eyebrows, raise yours to acknowledge their emotion.
   - Head Nods: When they nod their head, nod yours instantly to signal agreement or affirmation.

2. Mimic their tonality.

- Accents: Copy their accent slightly. You don't want to come across as mocking them, but listen to how they pronounce words. Mimic them just enough to hint that you might have lived in their part of the country at some point in your life. Many people do this naturally to some extent, and saying that accents rub off on you easily may be a sufficient excuse if they react negatively to it.
- Do they talk loud or soft? You'll want to talk at their volume level at all times.
- Mimic the depth of their voice. People talk in one of three ways: through their nose, throat, or chest. Figuring it out won't be too difficult. Compare them to the descriptions below and shift the depth of your voice a little bit closer to theirs.
    - Throat: A very throaty person will sound similar to Kermit the Frog
    - Nose: A person who talks through their nose will sound a bit like they're congested.
    - Chest: People who talk to their chest usually sound very deep and loud.

3. During the conversation, breathe like they breathe. This will create a hypnotic synchronization.

4. Match their rate of speech. Some people talk really fast, and some people talk very s-l-o-w-l-y. If they talk slow and you talk fast, what's the first thing that might come to someone's mind? Usually when you hear someone who speaks really fast, your brain links them to a slick fast talking sales person. We automatically go into defense mode: "warning, warning, salesman, salesman!" The opposite scenario would be when you talk slowly to someone who speaks fast. They might think that you're not very intelligent. Another thing to listen for is their cadence, or the rhythm, of their speech. Do they speak in bursts, or at a steady rhythm?

Getting Clients

As we are going to be processing the payrolls for you, all you need to do, is to roll up your sleeves and get on with the task in hand, which is to get new clients.

Sales and Marketing is the one area that concerns so many people when they have spoken to us. However, this is not as complicated as it seems and becomes much simpler, when broken down into 5 key components which are:

1. Calling to generate an appointment

2. Confirming the appointment by email

3. Making the appointment on time

4. Converting the potential into a client

5. Asking for Referrals for future appointments

Calling to generate an appointment

From now on, **time management** is going to play a big part in your day to day activities. In terms of time management, let's look at the simple case of scheduling appointments into your diary.

It is advisable to spend 2 to 3 hours a day, on the phone, introducing yourself and our services to businesses. The whole purpose of this exercise is to generate appointments, as it is much easier to convert potentials into clients, when you are sitting face to face. The reason why we advocate spending no more than 3 hours per day on the phone is that it is easily achievable, whereas spending the whole day on the phone will be next to impossible when done over any period of time.

There are people that possess strong telesales skills, that will be able to cold call a client, introduce themselves, build a rapport, do an online presentation using https://join.me/ and their phone / Skype, and pick up new clients, but this does require a level of expertise that only comes with a lot of practice.

It is much easier, when cold calling potentials, to convert them to appointments as then the conversation is shorter and you are asking only for an appointment and not a sale.

If you adopt a positive and skilful approach to cold calling, generally you will find that cold calling becomes easier.

Try and make it fun by:

a) Being honest and open about your services

b) Being interesting and helpful to the potential

c) Smiling a lot – this improves your tone, and you come across as a cheerful person

d) Being professional & business-like. Keep the call brief, and do not deviate too much from the main purpose of the call, which is to generate an appointment.

e) Explaining how you are going to save the potential client time and money, by reducing their admin work, and need for expensive software

If you genuinely try and **enjoy the time spent talking to new people**, and make it more like a game, than a chore, it need not be boring and repetitive. Bear in mind that you are speaking to another human being, who faces all the same pressures in life as you do and possibly enjoys many of the same pastimes.

Make your working environment as good as possible. Get a headset so you can make notes whilst talking. Standing up rather than sitting can make a remarkable difference, as well as reliving the stress on your spine, so a wireless headset, or one with a long cord, will definitely come in handy. Keep a kettle nearby; Keep a notepad, and plenty of pens nearby. Make sure your desk is tidy.

Visualise how you want to be regarded by the people you speak to - and you will grow into and live up to that image. For example: "People I speak to will regard me as a highly professional business person - beyond a sales person or a telephone canvasser - they will think of me as someone they can trust - an expert in my field, someone who can offer solutions, in a clear and friendly manner etc.”

When cold calling, you will invariably encounter people that are not interested in taking the conversation any further. Do NOT try and persuade them by pressurising them to give you an appointment, as you will be wasting your time. It is better cut the call short, and spend your valuable and quality time, talking to potentials that are willing to have a discussion.

VERY IMPORTANT – QUICKLY IDENTIFY AND SPEAK TO THE DESICION MAKER

Once you have someone ready to speak to you, your probability of conversion, rises from zero to 1%. Now you have to identify who the **decision maker** is, get their contact details, and speak with them. Once you get put through to the decision maker, your chances of conversion rise to 5%. Make sure you get as many contact details as possible, including, first name, surname, direct line number, email address, mobile number and Skype ID. The more contact details you have, the easier it will be to make contact and keep in touch.

Important basic cold calling techniques are:

1. Preparation - self, environment, knowledge, and who you represent

2. Introduction - key phrases explaining and positioning yourself and your purpose

3. Questioning - help, facilitate and enable rather than assume, sell and push

4. Listen and interpret

6. Inform and educate

7. Involve and coordinate

8. Keep in touch - keep notes and keep informed – you must make notes of each conversation, so that next time you meet, you are not asking the same questions again.

Summary: Do not actually sell your services during the cold calling process. Use the call to generate an appointment, face to face. If this is not possible, then go for an appointment to talk on the telephone again, and this subsequent time you will be selling your services on the phone.

Once you have an appointment with the decision maker, **the probability of conversion rises to 10%.** Why do I say only 10%? The main reason is that the appointment has to be kept and a presentation still has to be done.

Your First Call

When calling to make an appointment, it pays to do a little research before you pick up the phone. Do a search on Google and see if you can find out who owns the business. When you call a business and ask for someone by their first name, you are 10 times more likely to get through:

You: "*Hi, I'm <insert your first name here> , is Steve there?"* When you give your first name only, and ask for the decision maker by their first name, the secretary is much more likely to put you through. When you get put through, repeat: *"Hi, I'm <insert your first name here> from PayrollsDirect, we specialise in saving businesses money by managing their payroll. Can I pop in and see you? The presentation takes no more than 5 minutes."*

If you do not know who to ask for, then:

You: *"Hi there, hopefully you can help me. My name is <insert name here>. We specialise in saving businesses money by managing their payroll."*

"I want to speak to the person that manages your payroll. Are you the person who deals with the payroll in your company?"

The person on the other end of the phone may ask may ask for a little clarification and they should hopefully say yes to your question. In which case, briefly explain that we manage payrolls, for a very competitive price, and get straight to the point and ask for an appointment:

You: *"Hi, I'm <insert your first name here> from PayrollsDirect, we specialise in saving businesses money by managing their payroll. Can I pop in and see you? The presentation takes no more than 5 minutes. I am in the area on Wednesday afternoon, would you be able to see me then, or would another day be more suitable?"*

Try and ask the question in such a way that the reply has to be positive. In the above question you asked if they could see you on Wednesday or another day. You did not ask if they would like to see you. If you frame your questions correctly, and ask in a friendly and sincere tone, you should hopefully get an appointment.

Bear in mind that when you start calling initially, you are hoping to get an appointment per each hour of cold calling, so expect to get some rejections. Do not take the rejections personally, as the potential might already have someone doing their payroll, might be doing it themselves or have some other reason why they do not wish to hand over this function.

If potential asks for you to send some information:

You: *"That's great. I will send the information by post. Can you please tell me who to mark this for the attention of?"*

This is where you aim to get the contact details of the decision maker. At this point, aim to get only direct line number, email address and mobile number. Many business people will refuse to give out their mobile number, so do not insist on it, as it is often their personal mobile, and they might not wish to use it for business. If they give you a generic email address such as info@..., ask if this is potential's direct email address. If it is not the direct email address, ask if you can send to his direct email address.

If they don't give you the decision maker's name, stop this process and call again in 3 days with the hope that someone else will pick up the phone and give you the correct name. Do not proceed until you know who you should be sending your communication to.

Leaving effective Voicemails

You must always leave a voicemail. In a year, you will have the opportunity to leave a voicemail at least 500 times in a year, so have a prepared voicemail ready. If you leave 500 voicemails, you will get between 25 and 100 call backs. An ideal voicemail is short, does not do any selling, and is very short. Leave a little bit of intrigue, so do not mention the company or what you do: *Hi I am <insert first name here>, please give me a call back on my number <insert number here>*.

Make sure you say the number slowly and then repeat it once only. Then hang up. No need to add a good bye or anything else. When your potential gets the message, chances are they will phone you back because they are not sure who you are, which company you are calling from, and perhaps you might even be a potential client!

Converting the appointment to a meeting

Your chances of conversion rise dramatically when the appointment is converted to a meeting. Therefore the first task at hand is to confirm the meeting by email.

Confirming the appointment by email

The best way to convert an appointment to a meeting is by sending an email straight after the appointment confirming the meeting date and time. You can use the following email template:

"Dear <insert name>,

Following our telephone call, I have scheduled in a meeting for ***Thurs, 12th December at 1.30pm****, at your premises*

I am looking forward to meeting you and also demonstrating how we can save you money by managing your payroll."

Making the appointment on time

Once you have an appointment, then it is absolutely crucial that the appointment is kept. There are all sorts of things that could go wrong. Your potential could forget about the appointment, you could miss the appointment due to traffic, etc. You have to make sure that you cover as much as possible, so that the meeting actually takes place.

Make sure you:

a) Send a reminder email, on the day of the appointment, confirming the meeting, just in case your potential has forgotten the appointment. You can also send a reminder text message, if you have the client's mobile number. Do NOT do both as this is an overkill.

b) Leave the office early, to cover for any unforeseen circumstances, including traffic, road closures etc.

c) Plan your route in advance, have an alternative route ready in case of road closure, and plan where you will park. If the client is nearby, it can make sense to use a taxi, as then you can get dropped right outside the client's office. Public transport is another good alternative as parking your car in a busy city can be a nightmare.

Once you are face to face with the client, **the probability of conversion rises to 20%,** as now you can introduce yourself, build rapport, and sell your services.

Converting the potential into a client

This is actually the easiest part of the process if handled well. The client has agreed to see you so the interest in our services is there. You now have to persuade the client that it is in their interest to let us manage their payroll.

a) Do a presentation, on the laptop. Stop and listen to your client and answer his/her queries whenever he/she interrupts, before continuing with the presentation.

b) Show them how easy it is for them to upload and access their information online.

c) Show them some testimonials from other clients.

d) Demonstrate how you are actually saving them money and time – as our services are very cost effective and would definitely cost them more in man hours, training and software, then if they did their payroll in-house.

Now that you have done your presentation, **the probability of conversion rises to 25%** as the client now knows who you are & fully understands the services you provide.

Very often, the biggest problem new entrepreneurs have is the inability to ask for the business. Now **you must ask for the business**, and if you do this well, **the probability of conversion rises to 33%.**

Here are a few different ways to ask for the business:

1. Now that you know what I can do for you, shall we get started?

2. If you have no more questions, there's just one left for me to ask: When do we start?

3. I'd really like to manage your payroll. What will it take to get you on board?

4. Would you like to go ahead, now that you know I can save you money?

Remember, asking for the business is the natural conclusion of any successful presentation. Do not worry about rejection. If you never ask for the order, you will never have to deal with rejection, but you will never get new clients!

Dealing with objections

There are 2 steps in the process of dealing with objections. They are:

1) Never interrupt a client when he/she makes an objection. Stop what you are saying, and listen carefully to the objection, so that you can deal with it.

2) Clarify the objection by asking questions. Asking questions is one of the most important skills in selling and really helps when dealing with objections.

3) Listen to your potentials reply. If you listen properly the potential will feel that you have taken the objection seriously. Listening properly and never interrupting the potential is a very important sales skill to cultivate.

4) Close and move on. Deal with the objection, answer the objection to the best of your ability and then ask for the business gain.

If the client says “YES”

If they say yes, then show them your contract, explain that they can cancel anytime without any penalty, get it signed and head for exit after exchanging brief pleasantries. Too many entrepreneurs make the mistake of wasting too much time on idle chit chat after they have closed the sale. Time is money... and your next client might be next door.

Most businesses, once they sign up with you, will probably be your customers for life. Most business in the payroll industry is done by word of mouth, so your chances of retention are exceptionally high, compared to other products and services. As an example, if you were to sell packaging, or advertising, there is a different salesman popping in every month to businesses offering them the same products or services. However, I have been in business for over 40 years, and in this time I have only used 2 companies to do my payrolls and not once have I received a call from a company offering to do this service at a more competitive price. There are very few competitors who actually go out and tout for payroll business, so this is what makes it a very sticky business which is to your advantage, as once you have signed up a client, the money will keep on coming in, each and every month.

If the client says “NO”

If, after your presentation, the client says “NO”, do not panic or get annoyed. This does not mean that you have lost them forever. Often, clients will sign up week, months or even years after the initial presentation, so then you must keep in touch with monthly emails and phone call once per year.

Don’t give up too soon

Below are some statistics that *should* change the way you prospect:

48% of salespeople never follow up with a prospect
25% of sales people make a second contact and stop
12% of sales people only make 3 contacts and stop

It’s a staggering discovery, but only 10% of businesses make more than 3 contacts. Ok so what does this mean then? Well it means they are leaving money on the table because…

2% of sales are made on the first contact
3% of sales are made on the second contact
5% of sales are made on the 3rd contact
10% of sales are made on the fourth contact
80% of sales are made on the 5th to twelfth contact

So if you are like almost half of all businesses and make no more than one follow-up to your prospects, you are bypassing 98% of your income for someone else to come along and pick up.

Asking for Referrals

Every business person in front of you has lots of contacts. How do you ask for the referral so that you don’t feel embarrassed or upset the person you are talking to?

Here are a few different ways to ask for referrals:

1) “I'm so pleased that I have had a chance to meet you. Do you know anyone else who can benefit from my services?"

2) “My business is based around referrals. If you like my services, might you be in a position to refer me to one or more of your friends.”

3) “I appreciate your business. I also would like to help any of your friends or acquaintances who have businesses. Do you know anyone I should contact?”

4) “I build my business round referrals. Do you know anyone I should talk to right now?”

It's a fact: People would rather do business with people they know--or know of--than with strangers. When you're introduced to a prospect through a personal recommendation, that prospect has a vastly higher comfort level than, say, a buyer you find through cold calling. After all, few things are more reassuring than a positive endorsement from someone you know and trust.

However, there is one way of making that referral, even stronger. Ask your client to give the referral a call and introduce you to them. Only do this, after you have made a note of all the referrals, as then you do not reduce your chances of getting referrals in the first place. One of the biggest mistakes people make in referral marketing is not asking for a warm introduction.

Offer your phone so that there is no cost involved for the client AND chances are that if the client agrees, he/she will call the referral a call on his/her mobile number, which you can store, as soon as you leave the clients premises.

Here is how you might ask the client to introduce you to a referral:

"I have found that the best way for me to generate new business, is by getting a warm introduction, from and existing client. Do you have the time to give him a call just now?"

If the client doesn't have the time right now to make a call, ask him if he could introduce you by email and CC you in on the conversation.

Another source of referrals

Contact family and friends who are closest to you. These people are highly likely to help you get your referral development programme under way.

Give and You Shall Receive

One of the most powerful ways to elicit referrals is to give them generously yourself. Whenever you have the opportunity to refer an associate or bring two contacts together, do so. Most people will appreciate the referral, and it may inspire them to respond in kind.

Set a weekly goal for Referrals

Keep track of the number of referrals you ask for each day. You don't need to limit your requests to clients; you can also ask business associates, acquaintances and prospects.

Send a Thank You Email

Always thank someone who has given you business or a referral. It is a very effective means of keeping in touch with potentials and clients.

Your email might go like this:

Dear <insert name here>,

Thank you for taking time out to meet me and I appreciate your business and the referrals.

New clients are vital to our growth and we are fully committed to providing your company with the best service possible for years to come.

Best regards,

Make It a Habit

I know one entrepreneur who built a successful business almost solely on referrals. How'd he get so good at it? When he was an eager young sales apprentice, his manager trained him well. Every time he glanced at his watch, which he did often in his zeal to stay on schedule, it meant it was time to ask for a referral. Eventually, it became a habit.

The referral is the number-one tool in your tool kit. Get in the habit of reaching for it often--say, as often as you might glance at your watch.

Networking Events

What is networking? If you have not heard of networking, it is a marketing method by which business opportunities are created through networks of like-minded business people. Networking events are held in almost all parts of the country where you can meet other local business hence allowing you to build new business relationships almost immediately and generate business opportunities at the same time.

There are a number of prominent business networking organizations that give you an environment where you can network effectively with business owners, and remember they will all know someone else and that someone else may need your services too.

BNI hosts very good networking events and is one of the largest Networking Organisations in the UK. Your local chamber of commerce will do the same. Many councils also run networking events.

You can also look up your local community business clubs and try and attend conferences and seminars.

The great thing about networking events is that you often meet and speak directly to the decision maker.

The biggest mistake that people make at networking events is speaking to same people each time. Step out of your comfort zone at networking events and set a goal to talk to at least three new people. Plan in advance what you might say. We're all drawn to interesting, enthusiastic people.

When you go to a networking event, you have to do more than collect a bunch of business cards. You want to be remembered by the people who have met you so that they can keep you in mind for future needs or referrals. Here are a few good ways to help people remember you when you meet them:

1. Be Distinctive – you can do this simply by wearing a bright coloured tie or coloured socks

2. Pay Attention – Listen well to what others are saying and show genuine interest. It has been said that an interesting person is someone who is interested.

3. Ask Questions – People love talking about themselves, and there is no better way than to ask them questions that they relate to. Simple questions like 'How long have you been up and running?', 'what do you enjoy doing most in your field?' etc.. Ask and you will find that conversation flows.

When networking, first impressions count - When you meet somebody for the first time, you have one opportunity to make a lasting impression. Don't waste it! When meeting new people, smile, have a good hand shake, and look presentable and have a smart appearance.

After the networking event, follow up – This is the part that most people fall down on. They have done most of the good work, but fail to follow up. Here are 2 strategies you can use to follow up on contacts:

a) As soon as you can, typically the next day, send a hand written card mentioning something from the conversation you had with them and include a business card.

b) Within the next 7 days, call and arrange to meet them again.

To find out about other Networking Organisations in your area, you can contact your local Chamber Of Commerce and Department of Trade and Industry (DTI) who should be able to help you. You can also run some searches on Google.

Don't limit your networking to networking events only

You can sell your payroll services anywhere and everywhere. Even in the pub! Wherever you are, make sure you tell everyone you meet about your business. Even if it's just passing out business cards that tell people who you are and what you do. And when you do get a new client, if they are for example in unit 28 on an industrial park, brilliant, because that means there is another potential 27 clients on that one estate alone.

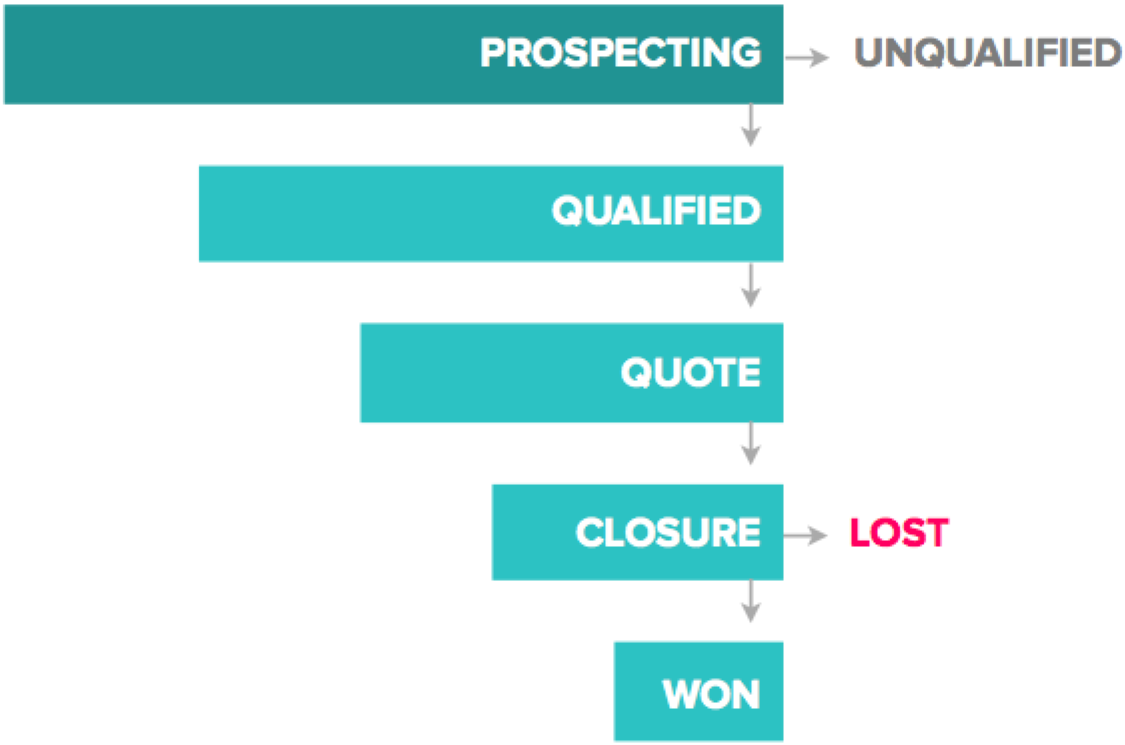
Telemarketing and email marketing

Telemarketing and email marketing are a little more specialised, and I would advise against this form of marketing until you have done a lot of research. However, research is freely available on Google and YouTube... so plenty of help for you to become an expert?

Summary

Selling a service is different to selling a product. With a product the buyer can see it, touch it and feel it, with a service the buyer puts a lot of trust in you; they have to believe in what you are saying. With this in mind, you must always be smartly dressed and well groomed. No need to buy expensive suits, normal run of the mill suits will suffice, as long as they are clean and well pressed.

The sales process itself is simple:



Another point to remember is that you need to treat you companies as clients and not customers. A customer is someone who walks into a shop and makes a one off purchase; a client is someone who regularly pays for your service, month in month out.

The biggest obstacle to success in sales is fear of rejection or failure. And of course the obvious way to avoid failure is to do nothing! In other words, don't pick up the phone, don't call on people, don't make presentations, and don't attempt to close the deal. As a previous sales director of mine used to say, it's a numbers game. In other words, the more people you call, the more presentations you do, the more quotes you give out, the more business you will get.

But before we move on let me conclude the sales section by saying, rejection comes with the job, there is nothing personal about it. Life is like that. You cannot be successful all of the time. But what you must try and do, is be confident, positive, cheerful and brave.

In this business, having a positive attitude is a key. A positive attitude is something you may need to work on, practice, sharpen and tune. Attitude breeds attitude, and if you are negative, the other person will be negative.

Positive thoughts lead to positive language, and this is the language that sells. I am sure you have all heard the phrase “Glass half full or glass half empty”. It is the difference between being an optimist and a pessimist.

Here is an example, two salesmen from two separate shoe manufactures are sent to Africa. The pessimist reported back to his head office “no market here, they don’t wear shoes” and with that he took the next flight home. The optimist on the other hand reported back to his head office that they had better start making more shoes for delivery as thousands in Africa didn’t wear any!

Whatever happens, you have to take responsibility for the business. You cannot blame the weather for the turndown in business. Don’t look for someone else to blame. Always turn problems into opportunities. Be a **solution seeker**, not a **problem dweller**. Never be **a quitter** and you will go far in this business.

Remember, YOU are the salesperson and your service is your business. If you want clients to believe in you, you must be able to convince them that you can actually save them money by taking over their payroll. Just remember - anyone can do it - As long as you’re determined to work hard and take responsibility for your company. Also bear in mind, that initially, your sales skills will be lacking and poor, but the more you speak to businesses, the better you will become.

This is your business. Make it happen.

Email Quote Template 1

Dear <insert first name here>

Thank you for your enquiry.

PayrollsDirect have a tradition of providing a fast and accurate payroll service. Let us simplify the payroll process for you.

Simply e-mail us your employee time sheets, and as soon as we have completed your payroll we will send your reports by e-mail as PDF attachments, and email your payslips to you for distribution.

We are delighted that two-thirds of clients joining PayrollsDirect have either previously worked with us or have been recommended to us by their friends or colleagues. Please email us your testimonial if you are happy with our service so that we can publish it on our website.

Here are a few examples of the many benefits of using our service and your payroll quote.

- **ACCURACY** – Your payroll will be prepared by our experienced payroll professionals. To ensure the accurate processing of your payroll our input is cross checked at **three** stages to ensure accuracy.
- **PRICE -** We aim to be the lowest cost provider of a totally inclusive managed payroll service.
- **FLEXIBILITY –** There are many options with regards to your payroll and our service will be tailored to your needs.

- **SIMPLICITY -** Payments to the Collector of Taxes are made easy by a report that consolidates Tax, NI, and SMP Payments.

Our charge for a managed payroll of up to **<insert number here> monthly** paid employees is **£<insert price here> per payroll.**

Please contact me on <insert telephone number here> or by email: <insert email address here> to discuss your payroll further, I look forward to hearing from you.

Yours sincerely

<insert name here>

Email Quote Follow Up Template 1

<Insert date here>

Dear <insert first name here>

I hope you are well.

You recently gave me the chance to quote for managing your payroll.

Our charge for a managed payroll of **<insert number here> monthly** paid employees is **£<insert price here> per payroll.**

Please contact me on <insert telephone number here> or by email: <insert email address here> to discuss your payroll further.

I look forward to hearing from you shortly.

Yours sincerely

<insert name here>

Email Quote Follow Up Template 2

Dear <insert first name here>

Following up on your recent interest in payroll management, do you still have interest in us managing your payroll for your business?

Our charge for a managed payroll of **<insert number here> monthly** paid employees is **£<insert price here> per payroll.**

Please advice.

Yours sincerely,

<insert name here>

Some Motivational Quotes

Failure will never overtake me if my determination to succeed is strong enough.

Always do your best. What you plant now, you will harvest later.

If you can dream it, you can do it.

The will to win, the desire to succeed, the urge to reach your full potential... these are the keys that will unlock the door to personal excellence.

Either I will find a way, or I will make one.

Expect problems and eat them for breakfast.

Be a solution seeker, and not a problem dweller.

The majority of people are "**problem dwellers**". You should be a **solution seeker** by nature. Once any problems have been identified, mentally file them, stop dwelling on the problems, and spend all your quality time **thinking of solutions**. With this approach, problems are dealt with, and **solutions are implemented quickly**.