

Payroll “Action Selling” Sales Workshop (On-Line)

Syllabus

A Full 4 days of interactive - action plan driven - sales training course for payroll sales representatives. Classes are Tuesday-Friday from 11:00am EDT to 3pm EDT

Curriculum includes 4 days, 4 hours live training each day.

At conclusion of training week, participants will be invited to join bi-weekly coaching calls held every other Monday at 12:00 noon EST. at no charge (for 2 months).

Sessions include:

Class 1 - Payroll 101 – Introduction to Payroll

“You can’t sell what you don’t understand”

- Participants learn the basics of payroll and why business owners outsource
- Participants will learn how payroll affects business
- **Homework:** Payroll 101 Test
- **Outside of classroom training:** At the end of training on day one – participants should review company reports and be able to understand what comes in standard payroll reports and what custom reports are available.

Class 2 - Lead Generation & Competitive Strategy

- Participants will learn how to differentiate your payroll service from the “Big 2” payroll companies
- Participants learn how ADP and Paychex sell their services and how to counterattack!
- Participants are given proven tactics in telemarketing, canvassing, networking and developing referral base!
- Get appointments
- **Outside of classroom training:** At the end of training on day one – participants should spend 2 full hours on phone telemarketing for appointments, and then 2 hours in field canvassing.

Class 3 - Action Plan

- Participants will learn how to schedule their activity to meet their sales goals
- Time Management-how to plan their activity and increase results
- Participants will learn how to utilize a point system to track their results and guarantees success
- **Homework:** Develop personalized action plan for first year
- **Outside of classroom training:** At the end of training– participants should spend 2 full hours on phone telemarketing for appointments, and then 2 hours in field canvassing.

Class 4 - Payroll “Action Sales” Skills

- From Mental Prep to Close - How to ask more questions and close more deals!
- Improve sales techniques
- How the competition sells – why and, how we are different from other payroll companies
- How to go for the close on every appointment

Class 5 - New Client set-ups/conversions

- What happens after the sale
- Data Collection – What is required and why
- Review of processes – aids in prevention of loss
- **Outside of classroom training:** At the end of training– participants should spend 2 full hours on phone telemarketing for appointments, and then 2 hours in field canvassing.

Each Day Trainees will test skills in field between training sessions, and review results with trainer at next class.