

The "Official" PEO Prospect-Type "Buying Reason Matrix"

Type of Prospect & Buying Reasons and Sales Techniques

- Save them hard dollars today (Benefits, WC, SUI) without fuzzy math
- Will fall for "soft" dollar "time savings" some PEOs promote
- "Emotional" Time relief argument
- Compliance "Fear sale"
- Bank on or hope for "Prospect ignorance"

	1	2	3	4	5	6
	Tiny < 10 AND Unsophisticated	Unsophisticated (regardless of size)	Tiny < 10 and Not Unsophisticated	Small 11 - 30 and Not Unsophisticated	"Large" > 30 and Not Unsophisticated	Sophisticated (regardless of size)
Save them hard dollars today (Benefits, WC, SUI) without fuzzy math	Yes	Yes	Yes	Yes	Yes	Yes
Will fall for "soft" dollar "time savings" some PEOs promote	Yes	Yes	Maybe	Maybe	No	No
"Emotional" Time relief argument	Maybe	Maybe	Maybe	Maybe	No	No
Compliance "Fear sale"	Maybe	Maybe	Maybe	Maybe	No	No
Bank on or hope for "Prospect ignorance"	Maybe	Maybe	Maybe	No	No	No

Will spend a reasonable amount of MORE money, if their perception of the value(s) received from the areas below is high enough

Time Savings if you can credibly prove it



No	Maybe	Maybe	Maybe	Yes	Yes
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Have a good chance of "getting" and/or "relating to" the 5 Business-Impact advantages of

- Protect Their Business (future Cost Avoidance)
- Future Savings from Long Term Cost Containment (Health, WC, SUI)
- Competitive Edge of Better Talent Attraction (if they're hiring / growing)
- Reducing Frequency and Costs of Turnover (if they have it)
- Impact of Improved Employee Productivity on Financial Margins & Profits

Protect Their Business (future Cost Avoidance)	Maybe	Maybe	Maybe	Maybe	Yes	Yes
Future Savings from Long Term Cost Containment (Health, WC, SUI)	No	Maybe	Maybe	Maybe	Yes	Yes
Competitive Edge of Better Talent Attraction (if they're hiring / growing)	No	No	Maybe	Maybe	Yes	Yes
Reducing Frequency and Costs of Turnover (if they have it)	No	No	Maybe	Maybe	Yes	Yes
Impact of Improved Employee Productivity on Financial Margins & Profits	No	No	Maybe	Maybe	Yes	Yes

Make sure your sales folks have the skills and tools to handle any and all of these 6 prospect types.

 = best impact
 = no harm trying

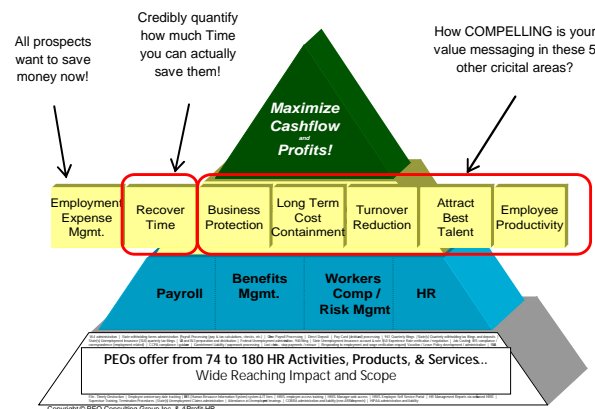
HR Time Savings Estimate Software:

(inclusive in the HRO Business Value Sales Software, or available as a stand alone module)

> Quantifies HR Time Savings (hours, weeks, cost, and value) in a credible manner

> increase the odds of prospect buy-in on this important value area in almost every prospect-type

> great for PEOs that can save prospects money a high percentage of the time, and do NOT have to sell other value



HRO Business Value Sales approach and software:

> Quantifies HR Time Savings (hours, weeks, cost, and value) in a credible manner

> Visually illustrates and teaches potential Business-Impact value (5 lower areas listed) compellingly in early sales meetings

> Creates custom, prospect-specific Business-Impact proposal sheets and Business-Impact Dashboard / Report Card

> comprehensive on-line sales training resources included