

Prospect Business Types

Typical Fee Ranges

PEO/ASO Service Levels

Why Clients Leave

Reactive: Very Small, Entrepreneurs, Not Too Sophisticated, Working "In" the Business, Surviving

Operational: Small to Mid, Not-Unsophisticated, Transitioning

Strategic: Mid to Larger, Mature, Sophisticated, Working "On" the Business, Growing

\$300 to \$400 per employee per year

- 1) Save Time to Focus on Core priorities
- 2) Peace of Mind
- 3) Convenience
- 4) Immediate Hard Savings from WC Savings
- 5) Immediate Hard Savings from SUI Savings
- 6) Immediate Hard Savings from Benefits Savings
- 7) Tax and WC Risk Reduction from Co-employment

\$500 to \$800 per employee per year

- 1) Save Time to Focus on Core priorities
- 2) Peace of Mind
- 3) Convenience
- 4) Financially About a Wash
- 5) Better Compliance Due to Co-Employment
- 6) Better Employee Benefits (Large Group Buying Power)
- 7) Some Basic HR additions available
- 8) Risk Reduction from Reactive HR Expertise
- 9) Tax and WC Risk Reduction from Co-employment

\$900 to \$1,200 per employee per year

- 1) Save Time to Focus on Core priorities
- 2) Incremental Investment (Small to Moderate)
- 3) Better Compliance Due to Co-Employment
- 4) Better Employee Benefits (Large Group Buying Power)
- 5) Sophisticated Payroll system/offering
- 6) HR offerings/initiatives that help them with:
 - Recruiting
 - Hiring
 - Compensation
 - Performance Mgmt.
 - Workplace Liability
 - Safety
 - HRIS
 - Separation

\$1,300 to \$1,800 per employee per year

- 1) Save Time to Focus on Core priorities
- 2) Incremental Investment (Moderate to Significant)
- 3) Better Compliance Due to HR Expertise
- 4) Better Employee Benefits (Large Group Buying Power)
- 5) Sophisticated Payroll system/offering
- 6) HR offerings/initiatives that help them with:
 - Talent Attraction
 - Employee Productivity
 - Turnover Reduction
 - Long Term Cost Containment
 - Business Protection

\$1,800 to \$3,000 per employee per year

- 1) HR Business Partner Conscious of P&L Issues
 - Revenue Generation and Protection
 - Control of Known Costs (Short and Long term)
 - Avoidance of Unknown Costs (Fines and Lawsuits)
 - Business Productivity
- 2) Save Time to Focus on Core priorities
- 3) Incremental Investment (Moderate to Significant)
- 4) Better Compliance Due to HR Expertise
- 5) Better Employee Benefits (Large Group Buying Power)
- 6) Sophisticated Payroll system/offering
- 7) Proactive HR Expertise to address (as needed):
 - Talent Attraction
 - Employee Productivity
 - Turnover Reduction
 - Long Term Cost Containment
 - Business Protection

Bigger Savings Available From a Competitor,
Lower Cost offered by a Competitor,
They "forget all you do for them",
See service as a luxury versus a necessity

Poor Service,
Services were sold/promised but not delivered,
They "forget all you do for them",
Only Using a Small Portion of the Service They Thought They'd Use

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