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2009 PEO "Sales Stimulus" Package Details

PEO CONSULTING GROUP, INC.

Human Resources Sales and Management Expertise Since 1987

In light of the current tough economy and it's impact on PEO Sales and Client Retention, it will be more critical than ever in 2009 for PEOs to be able to show their value in a manner that's compelling and convincing to Business Owner Prospects (and existing Clients!). Status quo, same-ol', same-ol' approaches will not be sufficient. Every piece of your current value communication approach (not just Sales, but Service too!) should be examined to see if it can be improved. 2009 will be a year where the "slight edge" performance theory will be critical. Meaning every single improvement made – no matter how small – will count!

To further assist PEOs and HR Outsourcing firms through the sales and retention challenges of 2009, I've made some dramatic changes to my offerings. Most of the improvements fall into two categories:

1. "Unbundling" of previously "packaged" sales tools
2. Availability of Management Strategy Sessions on Growth and Survival

Unbundling!: The biggest change I've made is to "Unbundle" my HR ROI Selling and Client Retention System (HR ROI SACRS) offering, in order to make it more affordable and more appealing to a wider range of PEOs/ASOs. License Fees for a wide variety of the System's Sales Tools or Packages (see below) will start as low as \$33 per user. (To minimize your risk, all the Tools and Tool-Packages can be previewed via no-obligation GoToMeeting web sessions.) Remember, even small improvements will count!

HR ROI SACRS was originally designed as an all-inclusive "package" to improve results for PEOs and HR Outsourcing firms:

- whose Services generally cost a Prospective Client "quite a bit more" than what they are currently spending;
- that provide "good or excellent" "strategic" HR;
- face a challenge "selling HR Value" successfully, and/or getting the Fees they know their services are worth;
- are not tapping the "larger", more sophisticated Client market (30 to 120 WSE) to the degree they'd like; and
- that face more competitors that occasionally (or frequently) take their Clients or beat them in new sales.

However, the System is **packed** with tools that can improve performance **across the board** in our industry, and there are a ton of **excellent** PEOs:

- whose Services still save Prospective Clients money, or are only a very small extra initial cost;
- specialize in excellent administrative and on-call HR;
- do *not* want or need to move from the less-than-20 employee company market; **and yet**
- **still have a hard time making sufficient sales**, and/or getting the Fees they know they're worth; and
- **still face more competitors** that occasionally (or frequently) take their Clients or beat them in new sales.

Examples of some of my individual Sales "Tools" and/or "Tool Packages" than can help any and every PEO include:

- **HR Activity Survey (HRAS)** – simplifies our Services/Products list that is often overwhelming for Prospects; documents where and on what your Prospect is spending HR Time and HR Dollars; and breaks out your many services into a **custom before-and-after list** for each Prospect, showing them exactly what new value (products & services) they will have access to that they don't have now. (2 versions available: 1) traditional PEO Function-Focused, and 2) HR Strategy and Value-Focused)
- **Financial Models Package** (each also available individually)
 - **Turnover Cost Analysis** lets you show a Prospect (and Client!) their **real** cost of turnover.
 - **Employee Value Model** lets you teach Prospects (and Clients!) the more important *Value* of employees, rather than letting them just focus on the *Cost* of employees.
 - **HR ROI "What If? Model"** lets you create generic or Prospect-specific examples of the potential financial upside of HR improvements, along with the potential financial downside of the "at risk" factors.
- **(Highly) Custom Proposal** – uses the HRAS (above) to show a Prospect their very custom picture of how your many services will specifically apply to their profile (time savings, hard costs, and **new** products/services); two versions available - one with financial analysis included and one without (you would use your own)
- **HR Value and Strategy Communication Package** – heavy use of visuals to compound learning effectiveness; numerous PowerPoints and Documents and Scripts designed to quickly and effectively educate a wide range of

audiences on PEO and HR Value (from Centers of Influence, to Prospects (both single and multi person meeting venues), to Web-based Prospect audiences, and Clients!)

- **HR Profile Assessment (HRPA)** – elevate your “Trusted Advisor” status with Prospects by taking them through a systematic set of questions designed to let you learn about their high level business concerns, and then take them through an analysis to determine whether they are “at risk” or leaving money (profits) on the table due to deficiencies and/or lack of access to HR expertise. Helps you help the Prospect see the connections from Business Goals, to Business Strategies, to HR Strategies (in support of Business Strategies and Goals), to HR Tactics (in support of HR Strategies), to HR Implementation (in support of HR Tactics).
- and more at www.peoconsulting.com

Management Strategy Sessions - Growth and Survival: I’m **NOT** your guy, if you want to hire someone to ‘encourage your team to continue to drink the same ol’ cool-aide’. I **AM** your guy, if you could benefit from a brutally honest, 22 year industry veteran, who’s worked with 60+ PEOs, and has fanatically studied what hasn’t worked in our industry’s growth attempt, and who can challenge your thinking and be challenged back, and can bring a realistic Prospective Client’s view to your Management Team’s strategy and brain-storming sessions. Effective Management Sessions can include any issue of your choice, including topics like those listed below:

- Shifting How We See Ourselves: From “What We Do Vendors” to “Why We Do What We Do Trusted Advisors”
- Defining Our Ideal Prospect (it’s tougher than it sounds)
- The Top 10 (or more) Reasons Why Prospects Don’t Buy Our Services
- Would **You** Buy Your Firm’s Services?
- The Top 10 (or more) Reasons Why Our PEO is Small (and May Remain Small)
- and any other Custom Session you’d like

Call me at 866-868-5885 to discuss your 2009 sales challenges, needs, and desires. Let’s get creative with solutions. It’ll be a challenging year, and we need to team together to bolster success, growth and survival across the industry. If you haven’t worked with me yet, there are lots of other folks in the industry I’ve worked with that you probably know, and I’ll be happy to provide you with names of my Clients if you want them.

Let’s get to work!

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