



Sales Leader's 30-Day Quick Start Guide

By Glenn Fallavollita, President SellMorePayroll.com | Drip Marketing, Inc.

Table Of Contents

About SellMorePayroll.com.....	3
5 Things You Plan On Doing.....	4
9 Tips For All Sales Leaders.....	5
What To Do In The Next 3 Weeks.....	7
How To Create A Hunter’s Mentality.....	9
6 Core Elements To Greater Sales & Marketing Success	12
The Books All Sales Leaders Should Read	14
A Little About Your Database Of Prospects	15
How To Win More Sales	16
What To Do With New Or Underperforming Salespeople	17
25 Helpful Tips, Suggestions, And Ideas	20
How To Get Your Salespeople Focused	23
How To Request Zoom Demo.....	25

About SellMorePayroll.com

Since 2003, SellMorePayroll.com, a division of Drip Marketing, Inc., has consulted with hundreds of payroll services and coached and trained 1,000+ professionals in the payroll service industry. To date, my team and I have:

- Logged 90,000+ hours, helping payroll service bureaus increase their sales.
- Sent 100 million+ e-mail marketing campaigns.
- Sent 300,000+ direct mail campaigns.

Also, I have been a guest speaker at the following events:

- *Apex Payroll's* user meeting
- *Execupay's* user meeting
- *IPPA's Sales & Marketing Annual Conference*
- *SaaShr's Partner Community Workshop user meeting*
- *TPG's (The Payroll Group) Annual Conference*

Plus, I am also the author of the first-ever sales and marketing book for the payroll service industry, *Supercharge Your Payroll Sales NOW!*.

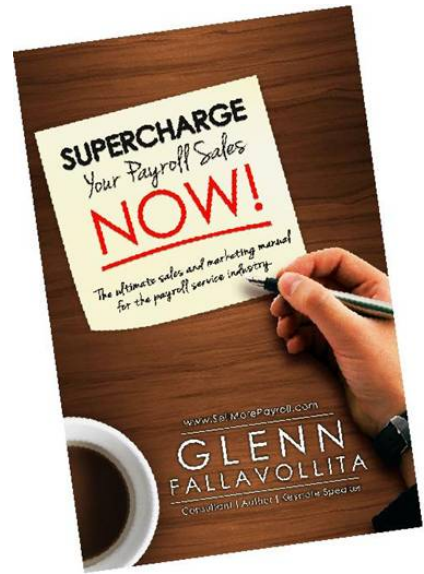
If you have any questions whatsoever, please call me at my office.

To your success,



Glenn Fallavollita, President
Consultant | Keynote Speaker | Sales Strategist
SellMorePayroll.com | Drip Marketing, Inc.
Office: (856) 401-9577

P.S. When reading this document, use a highlighter to highlight all areas of interest!



5 Things You Plan On Doing

As you review my *Sales Leader's 30-Day Quick Start Guide*, you are almost guaranteed to uncover more many things to change or implement at your payroll service - far too many for any one person to address. After reading this e-book, I recommend writing down the top five things you plan on implementing or changing below.

The Top Five Things You Plan To Address, Modify And/Or Change:

1. _____

2. _____

3. _____

4. _____

5. _____

9 Tips For All Sales Leaders

If you are serious about increasing your payroll service's sales, I recommend the following:

1. Install a lead nurturing system at your payroll service – one that nurtures your entire database of payroll clients, prospects, and referral partners on a consistent basis. Why? 99% of all salespeople, including yours, stop calling a cold prospect or cold referral partner after their first unsuccessful attempt at moving the sales process forward. A lead nurturing system, AKA drip marketing system, maintains consistent contact with your marketing database even when you or your salespeople quit calling someone.
2. After a salesperson has submitted a proposal to a new prospect, call the POC at this company and say, *"I personally want to thank you for the opportunity to earn your business. Is there anything that needs clarification? By the way, when do you want to make-the-move to a new payroll service?"* After hanging up with this person, send a "thank you for your time" greeting card. Once you implement this strategy, you will see an increase in proposals closing.
3. Have everyone on your sales team start building an e-mail marketing AND direct mail database of customers, referral partners, and prospects. This should start immediately. I also recommend that you monitor each salesperson's database of prospects and referral partners on a bi-weekly or monthly basis; if you don't, they will not make building a database(s) a priority.
4. Write down the top five things that trigger someone to consider switching to a new payroll service. Once this list is finalized, use this information to help write your marketing messaging and elevator pitches.
5. If you have not done so already, start setting performance expectations for your salespeople. This includes sales quotas, proposal close rate, units sold, etc.
6. Stop accepting excuses from your salespeople about their lack of sales success. If you are paying a salesperson a guaranteed base salary and a 20% commission, consider changing it as it is an obsolete compensation plan. Compensation options are:
 - a. Guaranteed salary, XX% commission on a graduated scale basis based on the percentage of quota hit.
 - b. Guaranteed salary, XX% commission on a graduated scale and an extra bonus payout based on a graduated scale.
 - c. Guaranteed salary, XX% commission on a graduated scale, extra bonus payout based on a graduated scale, and another bonus based on referral partner development.

A "sales quota" is what a salesperson needs to hit to stay employed; their "sales goal" is designed to push a salesperson above their sales quota.

7. Make the time to go on sales calls with your salespeople each week. If you have multiple salespeople, send the new salesperson on the road to shadow your best salespeople. At the end of each day, debrief both salespeople.
8. Your salespeople will have greater sales success if they call a cold prospect AFTER they have received a marketing campaign from your business, i.e., lumpy mail campaign or e-mail marketing campaign.
9. Make a master marketing calendar by the target audience, e.g., clients, prospects, and referral partners. After creating your list, assign the task to someone on staff to ensure your campaigns are done on time/budget.

Clients	Prospects	Referral Partners (CPAs)
▪ Survey	▪ Letter of Introduction	▪ Letter of Introduction
▪ Refer Us To A Friend	▪ Year-End Newsletter	▪ Year-End Newsletter
▪ Newsletter	▪ Polling Survey	▪ Accountant Refer Us Program Press Release
▪ Polling Survey	▪ Newsletter	▪ Newsletter

Increasing your payroll service's sales requires a proactive sales team, a strong sales leader, and a master plan that follows key metrics.