

## Apex HCM – True Stories of Payroll Service Bureau Growth

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On September 22-23, 2017 Apex held its annual Customer Conference in Atlanta. The conference largely focused on strategies and tactics for Apex customers to grow their businesses. Apex executives spoke about services and technology to support business growth. Keynote speaker, Victor Antonio, a world renowned author and speaker on sales success, discussed sales approaches for payroll professionals that don't consider themselves salespeople. In addition, Apex VP of Operations, Greg Javins, moderated a panel of payroll service bureau operators discussing their strategies for growth. This summary contains comments from Apex Annual Conference attendees about growth in their service bureau business.

Author, speaker and business consultant, Victor Antonio has a B.S. in Electrical Engineering, an MBA and built a 20 year career as a top sales executive and then CEO of a high-tech company.



Jennifer Scotese, owner of **Express Data Systems** in Pennsylvania commented, "My business has grown since switching from an in-house software to the Apex solution that grants her company's clients around-the-clock access to their payroll systems and reports. Providing clients better service and access certainly drives satisfaction and growth."



**Jennifer Scotese,  
Express Data Systems**

Jacob Sizemore, owner of **Sizemore Strategic Solutions** in Lexington, Kentucky, reports a similar experience. "I was a CPA, so taking on a payroll company was new to me. "Joining the Apex family has really helped me transition and grow." Specifically, Sizemore discovered that Apex providing customizable marketing collateral was big in helping him sell. Also, clients loved the automated Employee Onboarding application which eliminates many of the manual paperwork and information disclosure processes involved in readying new hires for their first day on the job. These types of services helped to gain and grow business. Not surprising, mobile applications drive business growth as well. "The MyGo mobile app allows my clients' employees to access key human resources information such as benefits statements and employee directories from their smart phones or other mobile devices."



**Jacob Sizemore,**  
**Sizemore Strategic Solutions**

Some payroll businesses find growth opportunities in providing complex solutions to very specific or niche markets. For example, Sarah Galbraith, owner of **Checks and Balances Payroll** in New York City, provides payroll, accounting and bookkeeping for live entertainment companies including Broadway shows and entertainment tour companies. Sarah's clients present highly complex payroll issues. "We deal with a lot of unions; 14 in total. Each one requires a different way of calculating their dues and their benefits and their vacation pay," she said. "We deal with royalties, which is not something that you see every day at every payroll service. We also have a lot of touring companies so we do a lot of multi-state payroll processing. Those tours might change cities every single week or every couple of weeks and some of them even change cities during the week, so we might be withholding in two different locations in one week's payroll."

**Sarah Galbraith,**  
**Checks and Balances Payroll**



Helping clients solve complex situations, or providing clients greater system access, or providing clients a simplified process, all of these approaches have helped Apex customers grow their payroll service business. If you would like to learn of additional opportunities to grow payroll business, let's talk!