



XCSS | Payroll Solutions

Payroll Solutions - The Sales Strategy

Every business requires sales. However, most successful Payroll Service Bureau owners do not possess any sales background. So how does the owner of a small PSB, eager to expand their client base, know how to start? Rebecca Yinko, Managing Partner of Payroll Solutions in Baraboo, Wisconsin breaks it down into segments, "There are a few key building blocks that will help PSB owners elevate their salesmanship as they begin to grow: product knowledge, stepping outside your comfort zone, being sticky, and most importantly, liking what you do!"

Rebecca Yinko
Managing Partner
Apex Customer



Rebecca currently provides payroll and HCM services at 7 locations in Wisconsin, with clients that span the United States. Payroll Solutions has been a loyal Apex customer since 2012, where Rebecca has been the Managing Partner since 2012.

Product Knowledge.

Yinko learned early on that product knowledge is actually an essential sales skill. Customers trust sales people who show confidence in themselves and what they are selling. You can build this confidence, and your salesmanship, by increasing your knowledge of your products or services.

The Uncomfort Zone.

Building salesmanship skills requires you to step out of your comfort zone. It's a completely natural reaction to avoid the uncomfortable and most payroll professionals are uncomfortable in "sales" mode. "Part of being a business owner is just putting yourself out there." Yinko says. She continues "Once you work up the courage to start talking, the rest just kind of comes naturally." Yinko added that aggressive timemanagement can force you out of your comfort zone. "You have to schedule your time wisely, not just working in your business, but working on it. So, put some time on your calendar to return those calls, and go meet those clients, but also leave time for personal development. Read a selling skills book, follow industry leaders and blogs, work on your 'improvement' areas. At the end of the day it will only help minimize that zone of discomfort and help grow your business."

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Be Sticky.

The payroll industry is a rapidly growing, competitive market. So how do you stand out from the competition? As Yinko puts it, be sticky! “PSB owners have a unique sales quality that the ‘bigger guys’ just can’t complete with – we can dedicate the specialized one-on-one service our clients are looking for but can’t find at those bigger box chains.” By continually communicating with your clients, you demonstrate your investment in their needs. “We use mailing inserts, emails, online blogs, promotions of all kinds and newsletters to keep our clients in the know and coming back for more – to keep them sticky.”

When reflecting back to her first sticky tactic, Yinko stated that something as simple as adopting a product hook into her email signature line created stickiness. “It doesn’t have to be overthought. Just simple. As you acquire more clients, and gain insight to what services they really need, you’ll be able to develop more clear and innovative strategies to keep your business as the top of your client’s service list.”

Apex HCM leads the market in licensing cloud-based payroll and HCM software, combining technology and personal service, to streamline payroll and other workforce management processes. Rebecca wanted a product she could stand behind and found it with Apex. To see if Apex HCM is the right software partner to help you expand your business, contact us to schedule a demo today!

Like What You Do.

In the end, Yinko summed up her success with a simple statement “I just like what I do.” That passion has enabled Yinko to grow Payroll Solutions year over year and stay relevant and ‘sticky’ with her clients. In addition to continually learning about her products and industry, Yinko strongly advocates to regularly step out of that comfort zone. If you like what you do, it shows. Jack Kline, President and Chief Operating Officer of Christie Digital Systems USA, Inc. put it best: “People like doing business with people they like.” Customers respond to a salesperson’s passionate enthusiasm about their products. In fact, a direct correlation exists between enjoyment of your job and providing better customer service. In turn, providing better customer service directly correlates to generating more revenue. In a previous white paper published by Apex HCM, we cited a survey by Medallia Analysis which reported that customers pay an average of 2.4x more for better service. Part of that service attention relates to the entire sales process. “As a business owner you have to make sure you’re hiring people that will present your brand and products well – they have to enjoy what they’re doing as much as you do. Your business is your life, so you want to work with a team whose enthusiasm for your company is on par with yours.”

To contact Rebecca or anyone at Payroll Solutions, visit their website at www.solutionsforpayroll.com or call them at 608-837-2590. To review Apex white papers, research briefs and customer success stories visit us at www.apexhcm.com/resources.

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