

How To Keep Your Sales Team Busy During The Coronavirus

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I recently spoke at the IPPA's 2020 Sales And Marketing Conference in Las Vegas, NV, February 12, 2020. During that time, I outlined the importance of a "webinar series" to help build trust, credibility, and brand recognition in the marketplace. It couldn't be more true during the coronavirus outbreak (where face-to-face sales calls will be a thing of the past).

9 Webinar Titles To Help Promote Your Payroll Service.

1. Coronavirus: What Are Employers Legally Required To Do (To Help Avoid Potential Lawsuits)
2. Coronavirus Business Survival Guide (What You Can't Ask Your Employees)
3. 7 Steps To Developing A Successful Hiring Process
4. Marijuana In The Workplace: How It Will Affect Your 2020 Employee Handbook
5. How To Create A Year-End Payroll Check List
6. Employee Time Clock Abuse And How To Fix It
7. DOL's New 2020 Overtime Law: How To Manage It
8. How To Manage The New 2020 W-4 Form
9. How Can Geo-Fencing And Biometric Time Clock Help Your Business

3-Steps To Help Promote A Webinar.

1. Three to five business days before your webinar, e-mail a press release or webinar invitation to your database of clients, prospects, and referral partners.
2. Have your salespeople start calling everyone who opened/received the abovementioned campaign (a sales leader needs to create a sales script for their salespeople).
3. The day before the webinar, send a BRIEF reminder e-mail to attend this webinar (@ 8:15 a.m.) At 10:15 a.m., download a list of everyone who opened the campaign and have your salespeople start calling.

6-Steps To Help You Close More Payroll Proposals.

If you are in sales (or a sales leader), you might find the 6-step process I have outlined below of value:

1. After a salesperson has created a proposal, it is sent to a second person for final proofing.
2. The proposal is then logged into a tracking report (created in Excel for each salesperson).
3. After a proposal is sent to a prospect, a copy is sent to the sales leader for an executive follow-up call. This call has two objectives. First, it is to thank the person for the opportunity to earn their business. Second, it is to do a trial close, i.e., "*When did you want to run your first payroll with us?*"
4. Set up a sequence of phone calls (or meeting) to follow up on a proposal, AKA, proposal review call/meeting.
5. Develop an educational e-mail follow-up campaign/s (see sample below).
6. Send a handwritten "thank you for your time" greeting card via the USPS.

Given the dynamics of the sales environment due to the coronavirus, you need to take immediate steps to keep your sales and marketing staff busy. Remember, the first step is for you to take action today, not tomorrow.

Since 2003, SellMorePayroll.com has been helping its payroll clients increase their sales revenue with advanced marketing strategies, tactics, and tools.

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