

How to Market and Sell PrismHR

Cheat Sheet



PRISMHR

Connecting with the buyer / keys to remember

- Make it about them, not about you
- Focus on their business problems and how you can help solve their pain
- Tell stories about similar customers and how you helped them
- They don't care you are a "PEO", focus on the value and benefits you provide
- Establish differentiation by discussing your services and technology together
- Make sure you know what you can sell

Technical advantages of the Platform / what SMBs want

- Nothing to install or maintain for clients
- Anytime, anywhere access via a web browser for employees
- Anytime, anywhere access via a web browser for managers
- Works on desktops, laptops, smartphones and tablets
- Backup and disaster recovery
- Secure access and storage of employee data

Focus on the Issues That Matter to Your Prospect

	10-25 WSEs	26-75 WSEs	76-150 WSEs
Business Concerns	<ul style="list-style-type: none"> • Cash flow • Finding good talent • Not enough time 	<ul style="list-style-type: none"> • Managing costs • Finding and retaining talent • Growing the business 	<ul style="list-style-type: none"> • Managing costs • Finding & retaining talent • Scalability
Buying Motivation	<ul style="list-style-type: none"> • Insurance (Benefits/WC) Simplification 	<ul style="list-style-type: none"> • Access to insurance • Access to expertise • Labor cost management 	<ul style="list-style-type: none"> • Improved efficiency • Access to expertise • Access to insurance • Liability management • Labor cost management
Buying Triggers	<ul style="list-style-type: none"> • Insurance renewal • Poor service from current vendor 	<ul style="list-style-type: none"> • Insurance renewal • WSEs in new states 	<ul style="list-style-type: none"> • WSEs in new states • Key employee turnover • Insurance renewal

Proven Technology



80,000+
Companies
Run on PrismHR







2,000,000+
Worksite Employees
Served



\$80 Billion+
Annual Payroll Processed



How the PrismHR Platform Helps Your Customers

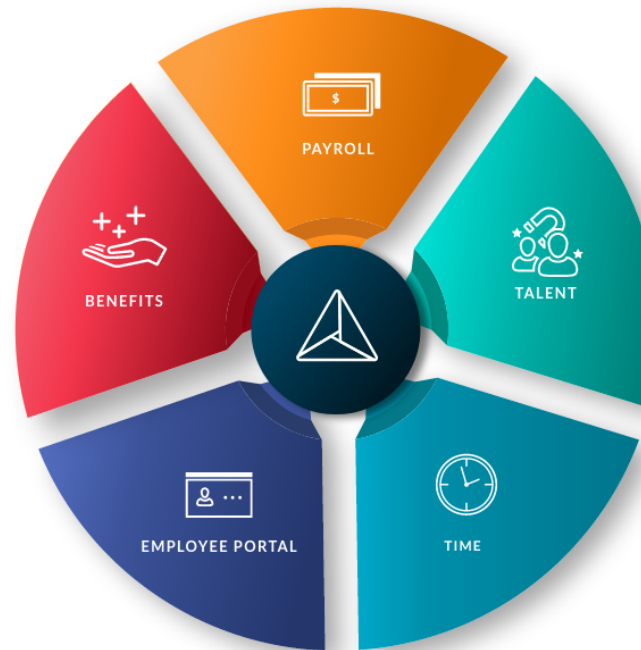
<p>Move and Grow Faster</p> 	<p>Reduce Complexity</p> 	<p>Save Time and Money</p> 	<p>Easy Access</p> 
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What Makes the PrismHR Platform Unique

<p>Complete platform for HR (not just a point solution)</p> 	<p>You get KNOWLEDGE, INSIGHT, and the POWER to do more</p> 	<p>Collaborate with HR experts</p> 
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How to Position the PrismHR Platform

- Employees can enroll in, update, and view benefits info without paper forms or human intervention
- Employees get mobile optimized, easy access to all the information they need
- Analyze, understand, and act on data to run your business with powerful reporting
- Managers can perform key tasks easily and quickly, including timecard reviews, time off requests and even monitor payroll



- Complete payroll functionality to automate common tasks, view status, reports and much more
- Efficient and reliable, saves countless hours, and more flexible and accurate than alternatives
- Paperless new employee onboarding and form capture
- Online job posting, communication and applicant tracking
- Find great talent faster, reduce hiring time, improve employee performance
- Integrated time tracking through electronic or physical devices replaces manual time sheets. Data flows seamlessly through payroll and benefits.