

**SUPERCHARGE**

Your Payroll Sales

**NOW!**

The ultimate sales and marketing manual  
for the payroll service industry.

[www.SellMorePayroll.com](http://www.SellMorePayroll.com)

**GLENN  
FALLAVOLLITA**

Consultant | Author | Keynote Speaker

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# Preface

Our CEO, Glenn Fallavollita, has written the ultimate sales and marketing manual to help any size payroll service bureau win more sales starting in as little 24-hours. This unique book is based on Glenn's 24,000 hours of industry expertise helping more than 1,000 payroll professionals.

## **The Days Of Simple Selling Are Over For A Payroll Service Salesperson!**

Face it, the days of simple selling are over for a payroll service salesperson. Today's smart sales leaders know that getting a prospect's attention requires them to put *superior forces* at the point of contact; from e-mail marketing messaging, direct mail, talented salespeople, to professionally built presentations and demonstrations. They do this to ensure that every prospect sees and hears their unique value proposition when it comes to their payroll, HR and/or timekeeping solution.

## **You Need To Break Through The Everyday "Marketing Clutter" A Payroll Prospect Sees And Hears.**

Your database of prospects, referral partners and payroll/HR clients see and hear 3,500 to 5,000 marketing messages a day according to a study by *USA Today*. In addition, their inboxes and smartphones are overflowing with tons of e-mails and texts, respectively. Because of this, you need to make sure your payroll service sends engaging marketing messages on a consistent basis; not messages that scream the same overused lines like, "*We have the best customer service,*" "*We offer competitive prices*" or, "*We are a boutique payroll service.*"

## **By Reading This Book, You Will Discover:**

- 10 powerful tips to instantly help capture more payroll sales.
- 49 really awesome sales and marketing ideas.

- How our CEO helped two payroll services make \$104,755 in six weeks.
- How to quickly separate your payroll service from what other payroll services are saying and doing.
- One mistake that almost cost this salesperson a \$2,000+ sale.
- One direct mail package that will give you a 90% open rate.
- One powerful question to ask your entire sales and marketing staff.
- The hidden truth about salespeople and what a sales leader needs to do to ensure their success.
- Why you need to create a sales training manual.
- Plus, so much more!

If you are wondering how to generate a steady flow of sales leads, reduce turnover in your sales and marketing departments and improve your brand in the marketplace, read this book in detail; it will be a reference guide for you and your staff to use for many years to come.



# Contents

Preface.....	ii
Acknowledgements.....	vi
Reader Reviews .....	vii
Introduction (A Must Read).....	1
How I Helped Two Payroll Services Make \$104,755 In 6 Weeks .....	4
Mandatory Reading For All Sales Leaders (Part 1) .....	7
Mandatory Reading For All Sales Leaders (Part 2) .....	13
Sales Leader’s Self Test .....	15
Why Salespeople Need To Think Like An Attorney .....	19
Most People Are NOT Good Copywriters .....	24
Core Components To Your Sales And Marketing Efforts .....	30
Sales Training Ideas .....	42
Questions To Ask A Prospect During A Sales Call .....	44
Know Thy Competition.....	49
A Little About Prospects And Salespeople.....	53
Why It’s Called Drip Marketing .....	56
Marketing And Innovation .....	60
The Cost Of Losing One Payroll Sale To A Competitor.....	63
Learn From This Salesperson’s Mistake .....	65
Fifty Awesome Tips To Supercharge Your Sales NOW! .....	67

How To Land More Endorsements From Associations, Chambers And Franchises .....	75
How To Create A Money-Making Lumpy Mail Campaign .....	80
How To Quickly Gain A Competitive Edge .....	86
How To Quickly Capture More Year-End Payroll Sales.....	88
Some Wicked Neat e-Mail Marketing Tips .....	90
e-Mail Marketing Newsletter Statistics And Design Tips .....	98
How To Quickly Grow Your Payroll Service's e-Mail Databases .....	101
How To Develop A Money-Making Referral Partner Program .....	106
How To Fix A Failing Sales Compensation Plan .....	113
How To Get More Prospects To Return Your Voicemail Message .....	122
Sales Leader's Sales And Marketing Strategy Template .....	127
Salesperson's Sales And Marketing Strategy Template .....	138
Ask Every Sales Candidate These Questions .....	142
Fourteen Tips For All Owners And Sales Leaders .....	145
Final Words Of Advice .....	149
How To Take Action After Reading This Book .....	153
About The Author.....	154
About SellMorePayroll.com .....	155
Hire Glenn To Speak.....	156
Client Testimonials .....	157
Special Offer .....	158



# Acknowledgements

This book is a culmination of many interactions with scores of people in the payroll service industry. Some of the people who have helped me along the way are:

- **My Initial Payroll Service Clients:** I would like to send a warm thank you to my clients from the early days: Tony B., Scott W., and Tricia and Ed M. A really big “thank you” goes to Bill P. and Todd Q.
- **My Employees:** A special thank you goes to Perry Moragne, Chris Holzworth, Tara Clapper, Katrice Sylvester and Michele McDonnell. Your loyalty, insight, patience and help have always been greatly appreciated.

Glenn Fallavollita  
October 2014

P.S. Sam and Matt: When you smile at the world, the world smiles back. Love you to the moon and back, Dad. And to my ex-wife Denise, thank you for being a great role model and mom to the kids.



## Reader Reviews

*“Glenn Fallavollita’s book is an invaluable resource as he reveals a unique drip marketing strategy to grow and operate a sales organization more profitably – it’s a critical read for payroll business owners who are serious about their sales success and productivity.”*

**Marty Hamby, President - Apex Payroll**

*“I have dealt with Glenn for my business and as TPG Conference Coordinator for quite a few years. I have always found him to be the most savvy payroll sales guy in the room and I always invite him back because he brings value to our members. His newsletters, tips and sales advice always make me shake my head because he reminds me of all the good practices that I should be doing but have gotten lazy and sloppy. You can’t argue with his metrics or not sell successfully using his ideas.”*

**Andy Kline, Owner - Payday Payroll**

*“Great back to the basics, laid out in a way that any payroll company - at any stage in their life cycle - can easily implement and benefit from. Add even more horsepower, and find time to discuss this book with Glenn personally; he’s a real pro!”*

**Michael Young, CEO - ConnectPay**

*“Glenn, your book is right on the money as it contain sales and marketing ideas that we can use immediately. I even adopted it here as the “blueprint” for our agency’s sales and marketing plans.”*

**Kevin Mann, Business Development Manager - US Payroll, Inc.**



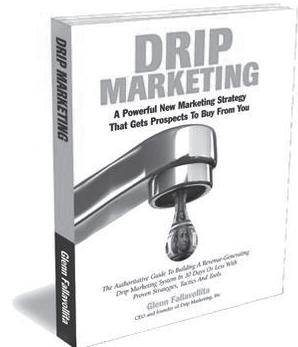
# 1

## Introduction (A Must Read)

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- Chapter Word Count: **825**
  - Approximate Time To Read: **3.3 minutes** @ 250 words per minute
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What you don't know about sales, sales management and marketing is costing your payroll service a small fortune!

Hi, my name is *Glenn Fallavollita* and I am the CEO of *Drip Marketing, Inc.* and *SellMorePayroll.com*. Since working with my first payroll client in March of 2003, I have logged 24,000 hours helping hundreds of payroll services increase their sales. In addition, I have coached, consulted and presented to 1,000+ payroll professionals throughout the U.S. I have also been a guest speaker at the following payroll events:



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

In addition, I am the author of the best selling drip marketing book, *Drip Marketing: A Powerful New Marketing Strategy That Gets More Prospects To Buy From You* (amazon.com). To help your payroll service become a sales and marketing powerhouse, I have listed below a number of suggestions for you:

- 1. Invest In Your Sales And Marketing Departments:** I have seen many payroll services invest tons of time and money refining and

detailing their internal processes and procedures. From converting a new payroll client, paying their clients' payroll taxes, to even becoming SAS 70 or SSAE 16 compliant. At the same time, these same payroll services have completely neglected their sales and marketing departments. Not only has this shortsightedness cost these same payroll services a scores of lost sales, but they have also had excessive employee turnover within their sales department.

2. **Start TODAY For New January Payroll Starts:** If you want more year-end payroll sales, start improving your sales and marketing efforts today. Successful payroll services don't wait until October or November to take action.
3. **Work Continuously On Building (And Updating) Your Database Of Payroll Clients, Prospects And Referral Partners:** To leverage your time and marketing dollars, make it a priority to continuously build and update your payroll service's e-mail and direct mail databases, as well as a database of businesses that use a third-party payroll service. As I advise all my clients, "*Show me your marketing databases, and I will show you your future.*" More importantly, if you do not make it a requirement for your salespeople to constantly build and update their prospect and referral partner databases, they will not make it a priority either - inspect what you expect.
4. **Become A More Proactive Sales Leader:** To maximize your sales team's performance, spend more time in the field with your sales team. Don't cut corners when it comes to managing and training them either. If you are managing your sales team on a part-time basis, or from sitting at your desk, expect to get part-time sales results from the majority of your salespeople.
5. **Have Your Salespeople Pick Up The Phone More Often:** One of the top ways to increase your sales is to get your sales team to make more phone calls. I like to call these "oh by the way calls" – especially after the release of certain marketing campaigns. It's amazing what can happen when a salesperson picks up the phone and says the right things to the right people at the right time.

6. **Keep Your Salespeople Accountable:** Help your salespeople become more successful by helping them *quantify* their sales activities. Keep track of their proposals, close rate of proposals, number of NEW appointments each week with decision makers and the status of *identified* top prospects and referral partners. Additionally, make sure they are expanding and updating their e-mail database as well as their database of businesses that use a third-party payroll service.
7. **Hire Sales Hunters:** When hiring a salesperson, make sure they know they are being hired for a sales position and not a marketing or PR position. The small independent payroll services are plagued with high turnover as 66% of all salespeople hired will quit or be fired within the first 12 months of employment. Do your payroll service's cash flow a favor by telling your salespeople they are being hired to bring in *new* sales!
8. **Send More Than An Electronic Newsletter To Market Your Payroll Service:** If you are only sending an electronic newsletter to market your payroll service, you are committing marketing suicide.
9. **Don't Let Your Salespeople Write Your Payroll Service's Marketing Messages:** Salespeople are hired to do one thing: Sell. If you want a marketing message written, hire a marketing pro who can write motivating marketing messages. You will thank me for this advice after reviewing the last few e-mail campaigns your salespeople sent.
10. **Blue Print Your Top Salesperson's Sales Success:** If you are committed to creating a defined sales process for your sales team, blue print what your top salespeople do, what they say and whom they say it to. Once this is done, share it with the rest of your sales team. They will love you for it.

To your sales success,



Glenn Fallavollita, CEO - Drip Marketing, Inc. | SellMorePayroll.com

# 2

## How I Helped Two Payroll Services Make \$104,755 In 6 Weeks

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- Chapter Word Count: **724**
  - Approximate Time To Read: **2.9 minutes** @ 250 words per minute
- 

To prove that a well-written and well-executed marketing campaign can and will make your payroll service money, I have listed below two marketing initiatives I spearheaded at two separate payroll services. What's interesting is this: The combined total for both campaigns, over a six-week period, was ~\$104,755.

### Marketing Success Story # 1:

A few years back, a Philadelphia-based payroll service hired me to help them with their marketing initiatives. Not long after starting this consulting project, one of its managers asked for help in writing a letter as he mailed a letter to 1,000+ payroll clients to cross-sell a service that generated zero dollars in sales.

#### Here Is A More Complete Account Of What Happened. . .

- **My Client's Initial Letter Produced \$0 In Sales:** After the manager mailed a one-page letter to 1,000+ payroll clients, they waited for the phone to ring. Guess what, it didn't. The result was this: The letter cost ~\$1,300 for printing and postage and it did not generate ONE DOLLAR in sales.
- **Poor Copywriting Was The Problem:** After reviewing my client's letter, I saw the same boring format we were all taught in school. You know the one that starts with "*Dear Mr./Ms. Smith,*" three or so paragraphs and a closing sentence that says, "*Please contact us for further information on how we can help you.*"

- **What I Did To Improve The Letter:** After reading the original letter, I repositioned the letter's copy so that it would trigger a response. It also included a highly visible call-to-action. After I made more than six major changes, the client mailed my newly formatted letter to the same database. The cost was still \$1,300 for printing and postage. Additionally, I gave my client's staff a script to use when making their "oh by the way" follow-up calls.
- **What Happened Next:** Within the first 3 to 4 weeks of the letter being mailed, it generated approximately \$60,000 in new revenue for my client. The sales were so overwhelming that my client and I both agreed a second letter to the group of *non-buyers* would be appropriate. Again, I reworked the letter to give it a new look but kept the core message the same. After this two-touch campaign AND a proactive phone follow-up approach, my client generated \$89,755 in NEW revenue. By the way, this \$89,755 would most likely repeat itself for the next 5+ years. The total revenue produced for my client should reach ~\$450,000.

### **A 3,362% Return On Investment In Year One.**

That's right, my client saw a 3,362% return based on their \$2,600 marketing investment. And over a 5-year period, this letter will generate \$400,000+ in revenue and have a 15,284% return. Oh by the way, this will be at a 90% gross profit margin!

## **Marketing Success Story # 2:**

During my presentation to 250+ payroll professionals at the *IPPA's Sales & Marketing Conference* in Las Vegas, NV, I was discussing the benefits of sending a client survey via e-mail. About halfway through my presentation, an owner of a payroll service stood up and said, "*We hired Glenn's company to do our marketing. After sending a survey to our clients, I was able to close \$15,000 from two sales. All I did was pick-up the phone like Glenn told me, and asked for a referral as a follow-up to one of his survey questions.*"

By the way, these two new payroll sales will most likely stay as clients for approximately 7 years; therefore, the total life-time revenue received from this client survey will be more than \$100,000.

### **Four Things That Triggered The Huge Sales Results For Both Clients:**

1. Our client's target audience took notice of the marketing message through the use of headlines, copy and formatting.
2. I used a highly visible "call to action" that motivated someone to take the next step.
3. I gave an "Oh By The Way" script to each person responsible for making a follow-up call.
4. My client's staff called everyone within 24- to 72-hours of the campaign being sent.

At the end of the sales day, a well executed marketing campaign will do wonders for your payroll service. We prove this all the time to our clients.

To read more of our client success stories, visit  
[www.SellMorePayroll.com/customer\\_results](http://www.SellMorePayroll.com/customer_results).

# 3

## Mandatory Reading For All Sales Leaders (Part 1)

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- Chapter Word Count: **1,432**
  - Approximate Time To Read: **5.8 minutes** @ 250 words per minute
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Unfortunately, many sales leaders in the payroll service industry have little to no formal sales management or marketing training before they take the position as “sales leader.” Although they have the title of a sales leader, their lack of formal training, effort and focus has left their payroll service completely underleveraged in the marketplace.

### **11 Tips To Help You Capture More Sales And Reduce Turnover In Your Sales Department:**

- 1. Create A Sales And Marketing Strategy** – If you want your sales team to perform at a much higher level, everyone, including you, needs to have a written strategy. To make this process easier for everyone, I have included two sales strategy templates in this book: One for sales leaders and one for salespeople. After everyone’s strategy is done, hold yourself and your sales team accountable on what you/they committed to.
- 2. Watch What Your Top Performing Salespeople Do** - The reality is that top performing salespeople rarely make the most sales calls or phone calls. The reason: They have created a network of referral partners, have efficient prospecting skills, ask great business questions on a sales call and have top-notch closing skills. Yet, many sales leaders still employ the flawed logic that making more phone calls equal higher sales performance. Smart sales leaders blue print what top performing salespeople do and then train new salespeople on their processes and techniques.
- 3. Create Sales Tools For Your Sales Team** – I have talked, met and

consulted with more than 700+ owners/sales leaders in the payroll service industry. Guess what, 99% don't have any type of electronic folder containing sales tools, proposals, sales scripts or collateral material for their sales team to use. The few payroll services that do have something like this for their salespeople, it is often out of date and/or incomplete.

4. **Create A Sales Training Schedule** - If you read the job description of just about any sales leadership role, usually 75% of the responsibilities revolve around coaching and developing a sales team. When I interview salespeople on the subject of sales training, they have told me they have received close to *zero sales training* after the first 30 days of employment.
5. **Teach Your Salespeople How To Prospect And Develop A Referral Network** – Since you can sell a payroll processing solution to virtually every business in town, many salespeople do just that. Smart salespeople focus on niches, i.e., restaurants, and CPA partnerships to ensure their success.
6. **Don't Assume Your Salespeople Will Stay In Touch With Their Database Of Prospects/Referral Partners** – Our research has determined the majority of salespeople give up far too early in the sales process. They also place a subjective date, typically 90- to 180-days, on when their next follow-up call will be with someone. Because of this, it is imperative for a sales leader to develop a series of automated marketing campaigns – campaigns that continue to show an interest in a prospect or a referral partner even when a salesperson gives up.
7. **Don't Let Your Salespeople Try To Figure Things Out On Their Own** – Most owners in the payroll service industry are also the sales leader. Since they are so busy running their business, they lack the time and expertise to develop a working “sales” roadmap – which quickly becomes a nightmare for a salesperson; especially with a rookie salesperson.
8. **Implement A Sales Follow-Up System After The Release Of A Marketing Campaign** – Some sales leaders think that all they have to do is wait for the phone to ring after sending a marketing campaign. This couldn't be further from the truth. If you want to supercharge the ROI from a marketing campaign, give your sales team a script and make it mandatory for them to call the people that received the campaign. Yes, it is that simple. If you doubt this to be true, re-read

chapter two “*How I Helped Two Payroll Services Make \$104,755.*”

9. **Require Your Salespeople To Build And Expand Their Prospect And Referral Partner Databases** – Let me paint this picture for you: Let’s say you decide to terminate a salesperson for lack of sales after a nine-month run. During this time, they located 500 businesses that use a third party payroll service; however, they kept this information on an Excel spreadsheet via a flash drive. Do you really think they are going to give you this Excel file after you terminate them? Of course not. All this said, make it mandatory for your salespeople to use a CRM program; audit this database on a bi-weekly basis.
10. **Stop Managing And Start Leading** – To accelerate your sales team’s performance you need to lead, not manage your sales team. You do this by saying things like, “*When you’re in front of a prospect, what areas do you need the most help in?*” or “*What do you need help with so you can generate more appointments?*” By the way, managers live in a constant state of critical judgment while leaders live in a state of opportunity, urgency and empowerment.
11. **Upgrade Your Marketing & Copywriting Skills** – The majority of sales leaders in this industry are challenged when it comes to marketing and copywriting. So they either do it themselves, get a family member to do it or hire an inexperienced marketing person to handle it. Unfortunately, all three choices tend to be a financial disaster. Spend the money on a professional copywriter and a graphic designer (a graphic designer is not a copywriter).

Until a device is invented that can predict the exact moment in time when someone will hire your payroll service, you need to have a game plan for your sales and marketing efforts.

## **It's Time You Start Training Your Sales Team.**

If you want to have a great sales team, run your sales department like a professional sport's team by having training days on a regular schedule. Topics your salespeople need training on are:

- Closing questions to ask prospects and referral partners.
- Cold calling scripts.
- CRM software training.
- Elevator pitch training.
- Goal setting.
- How to build a prospect and referral partner e-mail and direct mail database.
- How to complete a sales pipeline report.
- How to prospect for new business (most salespeople don't have a clue how to do this).
- How to prospect for new business when dropping off a new client's first payroll.
- Objection training.
- Proposal writing/packaging.
- Questions to ask prospects and referral partners (buy the book S.P.I.N. Selling for on this topic).
- Time management training.
- The top three competitors and how to sell against them.
- Your payroll service's payroll conversion process.
- Your sales and marketing strategy plan.

## **Sales Leaders Are Paid To Make Their Salespeople Better.**

One of the best things a sales leader can do for his or her salespeople is to help them manage their priorities on a daily basis. I also recommend:

- Always be interviewing salespeople, as your payroll service's sales will explode with talented salespeople.
- Don't think "*it is up to a salesperson to be successful.*" Although you cannot teach urgency, you can teach and train salespeople on key aspects of selling, prospecting and closing business.
- Be fair to your salespeople when it comes to their total compensation package.
- Don't have a secret lead distribution program. Your salespeople will resent you for having one.
- Hire slow and fire fast.
- Keep learning about sales and marketing by reading books on this subject and talking with other professionals in the industry.
- Keep sales activity reports simple for your salespeople to complete.
- Set goals for yourself.
- Trust your gut and take appropriate action.
- Work smart.
- Above all, lead your salespeople by showing them that you can make cold calls on prospects, memorize an elevator pitch, etc.
- Hang a whiteboard in your office or meeting room that keeps track of key sales metrics; there is nothing wrong with having a little competition in your office.

## **Words Of Tough Love For All Sales Leaders.**

It's time you stopped whining about your salesperson dilemma as it only prolongs the problem. Take a realistic look at your payroll service's inability to manage its salespeople. In fact, go to the closest mirror and say, "*This is entirely my fault.*"

Do your payroll service and salespeople a favor by giving yourself a reality check and admit that change is needed. Make a list of what you are going to do differently as doing better is the result of taking action on that decision.

Now step up and stop sitting behind your desk. Lead your sales team by example.

Sure, a sales leader may get lucky and hire someone who naturally sells well or received sales training from another company; however, they are the exception. It's a sales leader's responsibility to create the structure, discipline and training for his or her sales team. If a sales leader can't get their act together on hiring the right people and then training them, can they really fault their salespeople for not hitting their sales goals?

# 4

## Mandatory Reading For All Sales Leaders (Part 2)

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- Chapter Word Count: **280**
  - Approximate Time To Read: **1.1 minutes** @ 250 words per minute
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My company and I have invested 8+ years and \$235,000 researching the sales, marketing and buying process of 1,000+ salespeople, sales leaders, marketing pros and businesses in and out of the payroll service industry. Our final research revealed:

- 100% of all salespeople schedule a subjective follow-up date to call back a prospect if they did not get through to their contact person or have a positive outcome to a call. This date is oftentimes not done or delayed due to a particular medical condition facing many salespeople: Cold-callitus.
- 50% of all salespeople stop calling (for at least 9 to 12 months or altogether) a prospect or referral partner after their first unsuccessful attempt at moving the sales process forward. This number skyrocketed to 99% after their third unsuccessful attempt. Again, it's due to cold-callitus.
- 66% of all payroll salespeople\* quit or are fired in their first 12 months of employment.
- 75% of all sales leads result in a sale (for you or your competition) within 7 to 180 days.
- 85% of all first time appointments or events with a new prospect or referral partner happened after a salesperson's fourth touch (phone call, e-mail or drop-by, etc.).
- 90% of the business owners and sales leaders felt a salesperson lost 15% to 50% of their sales opportunities by not being part of a sales and marketing system.

- 95% of all salespeople cannot predict (when given a 4-week window) when a payroll proposal will close. Therefore, if a salesperson cannot predict when their *hottest* prospects will close, how can they predict when their *coldest* of prospects will be ready to learn more about switching to a new payroll service? They can't.
- In a typical payroll sale, it takes between 15 to 30 conventional touches (phone conversations, face-to-face meetings, voicemail messages, personal e-mails, letters, etc.) before a cold prospect is closed.
- Memory studies have determined people will forget ~80% of what you tell them within 48 hours.
- The two largest payroll services lose ~15% to 20% of their active payroll clients each year.

\* Salespeople hired by an independent payroll service bureau.



## About The Author

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*Glenn Fallavollita* has 24,000+ hours of experience successfully helping payroll service bureaus of all sizes quickly increase their sales by turning prospects into clients and clients into raving payroll fans.

As a highly sought after speaker and copywriter, Glenn has entertained and educated more than 1,000 payroll professionals across the country on sales and marketing. In his role as President of SellMorePayroll.com, Glenn's work, insight and creative talent has been the catalyst for the delivery of more than 30 million e-mail and direct mail campaigns on behalf of his payroll clients.

In addition, Glenn makes charitable donations to the *Wounded Warrior Project*, *American Breast Cancer Society*, *The Boy Scouts of America* and *The Girl Scouts of America*.



## About SellMorePayroll.com

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SellMorePayroll.com, a division of Drip Marketing, Inc., is a national sales and marketing firm that does something rather unique for the payroll service industry. Since our first payroll client came on board in 2003, we have been helping our clients convert more of their suspects into prospects, prospects into paying clients and paying clients into repeat buyers and raving referral sources. It is the perfect push-pull strategy for any size payroll service bureau, including yours.

To learn more about SellMorePayroll.com, visit us on the web at [www.SellMorePayroll.com](http://www.SellMorePayroll.com).



## Hire Glenn To Speak

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Do you need a speaker at your next payroll conference or sales/marketing workshop that will command the respect of your audience? If you do, then contact us immediately to discuss how you can hire the country's leading expert in high impact sales and marketing.

Not only will Glenn help your audience uncover the secrets to sales and marketing, they will be able to go back to their office the next day to implement his money-making ideas. Remember, your audience deserves a top-notch speaker that is geared uniquely to the payroll service industry!

## Client Testimonials



*"After switching from another e-mail newsletter service to SellMorePayroll.com, we were able to immediately land a brand new payroll client who had previously ignored our marketing campaigns – a client that will generate \$9,100 for my payroll service. What is even more exciting is that we are close to landing another new client from their campaigns that that will have the potential to generate \$8,600."* **Marissa Schmehl, Owner - BCM Payroll Services**



*"SellMorePayroll.com's helped us land four new payroll clients that represent more than \$222,000 in revenue to my company. Without their services and marketing expertise, we would not have gotten them."* **Carl Fischer, Owner - Accurate Data Payroll**



*"SellMorePayroll.com's content is so good, we get comments like this: 'I'd like to THANK YOU for this information and for keeping me on your e-mail list! Your news is always helpful and I appreciate being included. Thanks so much!' Glenn and his team really know how to create timely and effective marketing campaigns!"* **Steve Scheu, CEO - Time & Pay**



*"Since starting with SellMorePayroll.com, we invested \$3,822 on our drip marketing campaigns and received \$12,595 in first year sales -- clients that will generate more than \$88,000 in revenue for us!"* **Joe Sharpe - Owner, Sharp Payroll**

**To read more of our client success stories,  
visit [www.SellMorePayroll.com/customer\\_results](http://www.SellMorePayroll.com/customer_results).**



## Special Offer

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### 1-Day Onsite Strategy/Consulting Session

Are you frustrated with your sales and marketing efforts? If you are, then you should immediately schedule a one-day sales and marketing strategy session with our CEO Glenn Fallavollita. During this onsite one-day event, Glenn will analyze your current sales and marketing processes, interview your sales team, audit your sales leadership tools and then provide you with a documented sales and marketing road map that encompasses five key sales and marketing areas.

Call Today For Special Pricing @

**(856) 401-9577**