



Clay Kelley's Human Resources Outsourcing Sales University

Human Resources Outsourcing – A Complex Sale

The HRO/PEO sale is unique and complex. To be successful, sales professionals need a high level of business acumen and C-level selling skills to build the business case and authentically close prospects.

Introducing the Clay Kelley Human Resources Outsourcing Sales University

The Clay Kelley Human Resources Outsourcing Sales University is a complete online human resources outsourcing (HRO) training program. The University is designed to teach sales professionals of all levels the complexities of human resources, workers' compensation, risk management, employee benefits, benefits administration, payroll, payroll taxes, prospecting skills and C-level selling strategies.

Empowerment + Activity = Results

When sales professionals are competent, they are confident and they get results. The Clay Kelley Human Resources Outsourcing Sales University teaches sales professionals strategies to prospect, qualify opportunities, conduct C-level discovery meetings, build the business and financial case, close prospects in a consultative manner and create an endless stream of referrals.

For Your Entire Team

The Clay Kelley Human Resources Outsourcing Sales University can serve as your complete human resources outsourcing (HRO) training program for your entire team! The course curriculum provides education in all areas; human resources workers' compensation, risk management, employee benefits, benefits administration and payroll.

Affordable

The Clay Kelley Human Resources Outsourcing Sales University uses the power of learning management system technology to deliver the most impactful training experience at an affordable investment. Tuition is based on the number of users, so your team can retake unlimited courses for the same investment.

Enroll Today

Enrollment is quick and easy. You can enroll your team with a simple phone call, and they can begin taking courses in The Clay Kelley Human Resources Outsourcing Sales University in a short period of time.



About Clay Kelley

Clay Kelley has been in the HR Outsourcing and Professional Employer Organization business since 1985. Clay started as a sales producer, he has sold over 450 clients, served in a sales leadership position for three PEOs, and trained over 3,000 sales professionals. Clay is the most published author of sales related books and articles in the human resources outsourcing industry.

Clay continues to assist clients in their human resources outsourcing decisions today.

Enroll in Clay Kelley's HR Outsourcing Sales University Today!

Call 817.548.0750 www.claykelley.com

The Clay Kelley HR Outsourcing Sales University online human resources outsourcing learning management system is designed to maximize the competency and performance of your team

- ★ A robust library of courses available on demand with unlimited views
- ★ All courses are video based, shot in high definition and include resource documents
- ★ Many courses contain tests to gauge the competency of the team member
- ★ Robust Learning Management System (LMS) reporting to track course completion and test results

Clay Kelley's HR Outsourcing Sales University Curriculum*

The Ultimate Value Proposition	Probing Questions: Human Resources
Communicating Shared Employment	Probing Questions: Workers' Compensation
Why Businesses Need HRO: Human Resources	Probing Questions: Employee Benefits
Why Businesses Need HRO: Workers' Compensation	Probing Questions: Payroll, Taxes & Technology
Why Businesses Need HRO: Benefits & Administration	Probing Questions: Competition
Why Businesses Need HRO: Payroll Administration	How to Say it Best: Human Resources
Employment Laws You Need to Know	How to Say it Best: Workers' Compensation
Effective Prospecting Strategies	How to Say it Best: Employee Benefits Administration
Overcoming Prospecting Objections	How to Say it Best: Payroll, Taxes & Technology
The HRO Sales System	Qualifying: What Every Employer Needs
Effective Discovery Meeting Strategies	Conducting Effective Meetings Over a Meal
Building the Financial Business Case	The Best Prospects to Target
Strategies for Closing the Sale	The Human Resources Value Proposition
Creating Endless Referrals	The Workers' Compensation Value Proposition
Conducting Effective Meetings with CPAs	The Benefits Value Proposition
Business Intelligence: Human Resources	The Payroll, Taxes & Technology Value Proposition
Business Intelligence: Workers' Compensation	Appointing CEOs
Business Intelligence: Benefits Administration	Getting Your Call Returned

**Subject matter and curriculum contained in the Clay Kelley HR Outsourcing Sales University; actual course titles differ*

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