

**SUCCESS IN SELLING
HUMAN RESOURCES OUTSOURCING**

**ONLINE
TRAINING
CAMP**

claykelley.com | helping our clients succeed

CLAY M. KELLEY, PHR



Human Resources Outsourcing is a Complex Sale

To achieve consistent results, HRO/PEO business professionals must possess a high level of competency and confidence. Consistent success is achieved by those who can skillfully appoint C level decision makers, conduct a thorough discovery process, build the HR outsourcing business case and articulate solutions in an authentic manner.

Training Camp for Success in Selling HRO: The Best Professional Development Program in the Industry

Training Camp for Success in Selling Human Resources Outsourcing is an intensive program that educates business professionals on all aspects of the HR Outsourcing industry. At Training Camp, we teach real world education to increase each participant's competency and confidence:

- ★ The complexities of human resources, risk management, employee benefits and payroll taxes
- ★ Prospecting strategies to approach C Level decision makers and overcome objections
- ★ A proven sales process to conduct discovery meetings in an authentic manner
- ★ Over 100 probing questions to build the HR outsourcing business case
- ★ A system for discovering prospects' human resources costs and budget
- ★ Authentic strategies to gain the client relationship
- ★ Strategies for dealing with boards and advisors
- ★ Daily review quizzes and role plays
- ★ A 60 day "After Training" plan to master the material learned in Training Camp

Training Camp ends with a 100 question final exam to test the knowledge of each participant. You can register for Training Camp at www.claykelley.com.



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 4,000 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.

COMPETENCY EMPOWERMENT RESULTS

TRAINING CAMP CURRICULUM

The Concept of HRO

- ★ Your 30 Second Commercial
- ★ Communicating Shared-Employment
- ★ HRO Sales Cycle
- ★ Best Prospects
- ★ Dealing with Influencers

Why Businesses Need HRO

- ★ Understanding Human Resources
- ★ What You Need to Know About Employment Laws
 - Title VII ADA FMLA
 - IRCA USERRA Sexual Harassment
 - COBRA HIPAA ERISA
 - PRWORA GINA PPACA
 - ADEA OSHA FLSA
- ★ How Workers' Compensation Insurance Works
- ★ Employee Benefits & Benefits Administration
- ★ Payroll Taxes: FICA, FUTA, SUTA

Effective Prospecting

- ★ Creating Endless Referrals
- ★ Strategies for Appointing CEOs
- ★ Prospecting Scripts
- ★ Overcoming Common Objections
- ★ Gaining Referrals from Advisors

The HRO Sales System

- ★ Strategies for Successful Discovery
- ★ Qualifying the Opportunity
- ★ Building the Business Case by Asking Effective Questions
 - C Level
 - Human Resources
 - Risk Management
 - Employee Benefits
 - Payroll & Technology
 - Incumbent PEO and Competition
 - Closing for the Proposal
 - Dealing with Confidentiality
- ★ Qualifying the Decision Making Process
- ★ Closing for the Proposal

Building the Financial Business Case

- ★ Building Rapport with Influencers
- ★ The HR Cost Analysis

Gaining the Client Relationship

- ★ Confirming Decision Makers
- ★ You Only Need 3 Closing Questions
- ★ Dancing with Objections
- ★ Strategies for Overcoming Cost
- ★ The Greatest Negotiating Strategy
- ★ Statement of Qualifications
- ★ Dealing with Advisors and Boards

** Seminar dates, content and times are subject to change without notice.*

Check out what graduates of Training Camp have to say about their experience at claykelley.com

Registration

Online at www.claykelley.com

Tuition payment is required with registration.

We accept 



Materials Provided

Each participant receives a Training Camp Play Book and accompanying training materials.