



# 15 Ways to Market HR that Works<sup>SM</sup>

- 1 Improve your website** – Look at how some of our partners have done a great job of marketing the program. Also look at how we upgraded the HR That Works look.
- 2 Read Promoting the HR That Works Program** – This document is a summary of what agency partner Jeff Cavnignac and Don Phin discovered that can help you discuss the program in the short time allotted with a prospect.
- 3 Customize the Concerns Addressed by HR That Works** – Jeff Cavnignac and I drilled down to create this document so that you can instantly find out what other people's HR challenges are.
- 4 Get thee to a recorded demo** – Whether it's the one-hour or two-hour version, nothing sells the program better than an understanding of its features and benefits. I am willing to do a "private" demo for your clients if you want to arrange for that.
- 5 Customize the HR That Works Features and Benefits PPT** and place it on your website.
- 6 Invite them to our excellent Webinars** – Go to your local SHRM or CPA meeting, invite them to your office to watch it, or they can watch it from home or their office. Ask for their business card and say that you'll register them. Then follow up after the webinar. We've had a number of brokers land BORs using this process.
- 7 Offer a free HR Practices Cost Analysis** – Use the HR That Works Cost Calculator. You can make this offer on your website or a local business journal.
- 8 Customize the updated Features and Benefits one page form** – Couple this document with a leave chart or hiring checklist and laminate them.
- 9 Customize the Prospect Talking Points** document and then record it. We've gone a long way to help you supply you with powerful scripts to qualify prospects, position the program, and then deal with any objections. Tweak this document for your unique circumstances, record it, and then listen to it over and over again in your car or while you're at the gym.
- 10 Laminate Leave and Flow charts** – If you haven't already done so, invest in a lamination machine. Take documents such as the Federal and California Leave Charts, FMLA Flowchart, ADA Flowchart, Hiring Flowchart, etc. place it on one side and then on the other side place the one-page Features and Benefits that you've customized. Bring this out on prospect calls. Because it is laminated and very helpful, it will stay at their desks for years.
- 11 Send the newsletter** out to as many prospects as possible. You may want to print out a copy, bring it to a local SHRM meeting and ask people if they want to get on the mailing list to simply give you their card. Then you load them into the Prospect list in HR That Works. Remind them they will be receiving a confirming email so we can send them the newsletter.
- 12 Use the new HR That Works trifold** – You can either print out the one that's on the website and simply stick an address label on them or for \$25 you can have it customized and then printed. 250 of them will cost you \$340 plus shipping. Contact Summer Bonne at [bonne.summer@gmail.com](mailto:bonne.summer@gmail.com) (Note: Summer is also the person who does the employee handbook design work)
- 13 Customize and print copies of the 99 Strategies Booklet** – This is an awesome document that I've sent to each one of you. You can have 100 of them customized and printed for you for \$220. Contact Jerry Krikland at [info@kirklandprinting.net](mailto:info@kirklandprinting.net) or (619) 713-1235.
- 14 Create an audit, quiz, or survey** and then put a link to it on your website. For example, you can challenge them to take this audit or survey to see what they know about their total risk exposure, insurance coverage, disaster preparedness, etc.
- 15 Provide your client with an audio CD** – We encourage you to record one of your favorite webinars followed by one of my new podcasts and then provide it to your clients. Jack Burke will do it for you and customize the CDs for a reasonable price. You can contact him at [jack@soundmarketing.com](mailto:jack@soundmarketing.com) or (800) 451-8273.
- 16 Bonus** – Have me come **speak for your agency!** I've spoken for more than a dozen agency partners and many that have had me come once have had me come on repeated occasions. While my normal fee is \$5,000 for a half-day, I charge my partners \$3,500 plus travel expenses. There is absolutely no reason why properly marketed, you shouldn't be able to sell enough HR That Works licenses and collect some BORs in the process. Let me know if you're interested and we can discuss it further.

Don discusses each one of these items in greater detail on the video you can easily watch on the Marketing page of HR That Works.