

CASE STUDY:

Nationwide Payroll Company

Company

Payroll services company looking to expand nationwide

Profile

Among others, company offers payroll, tax preparation, HR and employee benefit services.

Challenge

Generate additional revenue to fund expansion nationwide, without increasing costs or staffing.

Solution

Because Home-Base USA's service is more cost effective than traditional strategies, they were the easy choice to help increase the number of sales, which ultimately lead to the company's expansion.

Results

- Created hundreds of new business prospects.
- High quality appointments with a 35% close rate
- Added offices throughout the United States.

1.53 Hours Per Appointment

Study from 3/31/2007 – 12/31/2008

This company is one of the leaders in payroll services for businesses throughout the country, offering tax services and employee screening, as well as pensions and retirement services in addition to their standard payroll programs.

Though the industry is very competitive with a large number of companies vying for payroll business, our client wanted to expand into new territories and increase its client base. It became clear that they needed a simple yet cost effective way to increase the number of sales, as conventional advertising mediums were far too expensive and did not provide the results needed to be a viable option. Additionally, creating an in-house call center was a capital intensive and time consuming undertaking – something that the company did not have the time or staffing to accomplish.

The decision was made to test Home-Base USA in some new markets because of our impressive reputation, turn-key operation and our emphasis on sales program strategy and development. Home-Base USA developed a robust appointment setting program offering a promotional incentive to prospects in order to entice them to schedule an appointment with the client, without adding any additional cost to the campaign. After a few short weeks it became clear that the decision to hire Home-Base USA was the right one, as qualified appointments started pouring in.

Because every appointment that Home-Base USA set is a qualified face-to-face meeting with a decision maker, the payroll company's reps closed over 35% of the appointments we provided them, allowing the company to rapidly increase their customer base with astounding profitability.

The ROI from the campaign was exactly what the company needed, as they were able to expand their services rapidly into new markets throughout the United States.



**Professional Cold Calling
and Appointment Setting**

1 (800) 836-4033

www.homebase-usa.com