

**FALL 2018**

Welcome to the Fall 2018 edition of the Apex HCM quarterly newsletter!

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Payday is your quick-read guide in and around Apex HCM happenings. From product releases, end-user tips & tricks, conference news and general best practices, Payday is your one-stop-shop for industry leading news.




## Operations Update:

Greg Javins, Vice President of Operations at Apex, offers up his insights when looking ahead to year-end, in this issue's Operations Update.


“ It is hard to believe it's the end of August already! Seems like just yesterday we were smack in the middle of year end and ACA season. With four months left in the year it's now time for us, and you, to start prepping and planning for another year end. I know what you're thinking...3rd quarter isn't even over yet! My response to that is **it's never too early** to start planning for year end. Below I have shared what we in Apex Operations are doing to start our preparations, and are common best practices for any company before going into their busy season.”

1. **Look at your past.** What worked and what didn't work? Make sure you document the process so it can be replicated again, creating consistency in your process, no matter who's operating it.


2. **Prioritize.** On your “what didn't work” list, you should prioritize from what impacts your customers and staff the most, to the least.




**3. The devil is in the details.** Identify who on your team is best suited to point out the specifics of WHY certain processes didn't work, and do this for each action item.



**4. Create a solution.** This is where your team will need leadership to find creative and innovative ways to solve problems or create a viable work-around. If an automated solution is not possible, a manual solution is *still* a solution, but should be kept on the list of what did not work until you can find a way to automate that in some fashion. Removing manual steps make for a more consistent delivery.



**5. Create your plan.** Whether you are running a business, playing a sport or even driving to a new location, you always start with a plan. When you invest the time up front, have all your questions asked, have your processes and a solid plan upfront, all you have to do is execute!



**6. Execution is the key.** Stick with your plan! Yes things will come up which will have to be corrected, but ultimately you should defer back to your original plan, and quickly. And don't worry! You'll get to do this exercise again next year when you remap, but it is very easy to let one hiccup throw you off and your plan fly out the window.

Apex HCM created the online Community portal, in-part, for users to collaborate and share their knowledge with other Apex customers on various subjects, year-end being just one topic of thousands. Javins adds in closing "We all get to share in the joys of year-end, so why wouldn't we all share in it together? We can put industry best practices to use accross the hundreds of customers and years of experience combined!"

## Strategic Update:

At our first annual *Selling Skills Summit* Conference (S3) in July, we introduced the Sales Cadences as a way for sales teams to get prospecting results. For the uninitiated, a sales cadence is a structured system with set task frequency a sales team uses to contact prospects, and the methods used to contact them. Here is an example of our “7x9” cadence (seven contacts over nine days).

- Day 1: Call (leave voicemail)
- Day 2: Email
- Day 3: Call( no voicemail)
- Day 5: Call (leave voicemail)
- Day 6: Email
- Day 8: Call (leave voicemail)
- Day 9: Email

Sales cadences can vary between types of prospecting (outbound vs. follow-up vs. inbound leads), teams and organizations. The important components are the frequency, method of contact and time between contacts which are always structured and consistent. The consistency and structure are what make sales cadences so effective.

The advantage of a sales cadence is the focused effort. Many sales organizations have a haphazard approach to sales efforts, all of which are all unstructured. Sometimes they call and then send an email follow-up. Other times they wait a day to send a follow-up email. Some may wait a day and then forget to send a follow up email or even more frustratingly, lose track of where they are in the process. All are messy!

Sales cadences are far easier to track where you are in the sales process. With clearly defined rules for a sales strategy, there is never a risk in sending the same email twice or missing steps. Cadences also dramatically improve the likeliness of actually speaking to a prospect, as well as helping ensure sales is adequately prospecting their entire territory. Please see our call cadence presentation and scripts in the Knowledgebase available in the Apex Community.

Most business owners are only focused on driving new sales through the door each month and fail to see the potential of their current client base. It is quite simple however, and much easier, to sell to an existing customer than someone you do not have a relationship with. Additionally, it is far less expensive to sell a current customer than a new one. With all the ancillary products and partnerships available to your service bureau there is a great opportunity available for those who implement an account management strategy.

Account management will allow you to grow your business without selling new customers, maximize revenue per client and boost customer loyalty. By implementing an account management strategy, you create opportunities for both you and your clients to sustain and grow your businesses, as well as opportunities to bring in more revenue. A solid account management process gives you the opportunity to not only create a stronger relationship with your clients but also to mitigate competition, as you'll have a strong enough relationship to withstand almost anything the competition can throw at you.

Additionally, by having a key account sales strategy in place, you can:

- Dramatically increase margins
- Increase monthly recurring revenue
- Maximize sales velocity
- Increase the average revenue per client
- Boost customer loyalty
- Generate awareness for your company
- Increase the value of your business upon exit

# Innovation Update:

## Our commitments to you:

*Provide the easiest to use payroll, HCM and Timekeeping platform for our Service Bureau Operators, as well as their clients and employees.*

*To create an unfair competitive advantage and differentiation through simplicity, minimal training, simple onboarding and ease of use.*



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## Upcoming Events:

Have you registered for Align18 yet? Of course you have... but just in case time has gotten away from you, click the link below to see why you should register TODAY in less than 60 seconds!



### We want to hear from you!

We always like to hear feedback from our readers, and suggestions for future newsletter updates.

To contact someone, please email our Marketing Content Developer, Lauren ([lauren.garza@apexhcm.com](mailto:lauren.garza@apexhcm.com)).

