

# DONE DEAL:

## HOW AN MMS REP USED ADVANCE PARTNERS TO FINALLY WIN A LUCRATIVE CLIENT

CASE STUDY | MMS REP TIM GRADY

### KEY RESULTS

MMS Rep Tim Grady sealed the deal on a tricky prospect and received \$23,000 in additional PAR credit off one staffing firm that he referred to Paychex subsidiary, Advance Partners.

And the deal would not have happened if it wasn't for the unique services that Advance Partners offered.

*Grady knows that without the services of Advance Partners, he never would have gotten the deal done.*

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Funding Growth for Staffing Firms | A Paychex® Company

## CHALLENGE

"How am I going to close this deal?" That was the thought MMS Rep Tim Grady had as he was working a sale with OSA Global Security, a security personnel contractor. He'd been talking to the owner about payroll and 401k solutions for some time now, and they were clearly interested - after all, they reached out initially to Paychex for help - but something was holding them up.

*"They wanted invoicing," explained Grady. "They had that already and they weren't willing to go with us unless we could provide it, but we couldn't. Without invoicing, it was a no-go."*

OSA Global Security sent security personnel out on assignment to places like schools, festivals and sporting events. That meant they had to invoice their clients weekly in order to get paid, and it wasn't something they wanted to handle themselves.

Grady thought the deal, and the \$20,000 in revenue that went with it, was dead in the water. That is until he remembered hearing about a Paychex subsidiary at a retreat in Orlando last year.

## SOLUTION

Grady remembered that Paychex owned a subsidiary, Advance Partners, that worked exclusively with staffing firms. And although OSA Global was not technically a staffing firm, they did work in contingent labor, so he thought it worth a shot to reach out.

Advance Partners, which Paychex purchased in 2015, provides funding for staffing firms, an industry that is inherently cash flow negative because while these firms may invoice their clients weekly, they don't typically get paid for 30 to 90 days. That means they always need a source of liquid working capital in order to pay their temporary or contingent workers.

OSA Global, Grady learned, had been using their own revenue to pay the security personnel they were sending out, which means their budget was always tight and they were limited to how much they could grow and take on new clients.

*"They were anxious to move away from being self-funded," Grady said.*

## RESULTS

Grady referred OSA Global to his contact at Advance Partners, and Advance was able to offer funding and invoicing services. He got PAR credit from Advance Partners for referring OSA Global Security to the tune of \$23,000, plus an additional \$4,000 for selling the company some Paychex-specific products.

Grady knows that without the services of Advance Partners, he never would have gotten the deal done. He cautions against any reps who are afraid of losing "control" of the deal by bringing on Advance Partners as a partner.

*"In this scenario if I keep control, I would have gotten 100% of nothing."*