

# ADVANCE PARTNERS AND PAYCHEX WORKING IN TANDEM OFFER A COMPLETE SOLUTION

## CASE STUDY | PAYCHEX SALES REP

### KEY RESULTS

Paychex closed a \$20K deal, which could easily grow to \$30K since the startup is growing thanks to funding from Advance Partners. Advance is funding \$400K worth of outstanding invoices on \$5B in annual billing. Ryan says that a big part of the reason he closed on the sale was the offering from Advance Partners and the relationship that he and Sue were able to develop with the client.

*“I have told my team several times to ask sales leads how they are getting their funding. If your client grows more, you as a sales rep get more. It’s a win win situation for both Paychex and Advance.”*

**RYAN Y. PAYCHEX SALES REPRESENTATIVE**

## BACKGROUND

Ryan Yaple, Sales Representative from MMS Sales Atlanta was in the process of selling Paychex core products to a startup staffing firm in Atlanta, Georgia. Knowing that one of Paychex's affiliate companies is Advance Partners, a payroll funding company servicing the staffing industry, Ryan asked the firm about their cash flow needs. After determining that they were in need of financing, Ryan brought Advance Partners into the sales process.

*"It was easy to bring payroll financing in to the sale, it's only a small part of the whole process. And if it turns out the client needs financing, it helps me provide a complete solution for them. I mentioned Advance at the beginning, because I knew it was worth their time to get a great rate and worth my time because it gives me extra leverage in the sale. The client saw us as one company, got all the services they needed, and it helped me close the deal. It was a seamless thanks to Sue and Advance Partners."*

## CHALLENGE

During an initial meeting, the potential client mentioned that they were bidding for a government contract worth \$50-100 million. Ryan knew that for a startup to sustain that kind of business, they would most likely need financing. It was this point where he brought Advance Partners in to the conversation. He was able to loop Sue Benuck, the Advance Partners sales rep for this area, in to the sales process. From that point on, they worked closely together through the rest of the sales process, making sure to coordinate calls and keep Paychex and Advance Partners top of mind.

*"Before the sale, Sue went out of her way to reach out to me, asking me on LinkedIn to send her staffing firm leads. I was impressed with how well we worked together, and the great relationship we were able to develop with the client. I'm positive that the reason they went with us was that relationship. Sue was great, very professional. It really worked out well."*

## SOLUTION

Working in tandem, Ryan and Sue were able to close both deals around the same time. The client received payroll services from Paychex, and is currently being funded by Advance Partners. The client is happy because they now have services that enable them to grow and take the large government contract without worrying about paying their staff on time. Paychex and Advance Partners together offered a complete solution for all the clients needs, and each helped secure the sale for each other.

*"My contact was impressed with how Advance and Paychex worked together. It's part of the reason I got the sale."*

**RYAN Y.**

**PAYCHEX  
SALES REPRESENTATIVE**