



5 Ways to Use HR Services to Engage Your Prospects

1 New federal, state, or municipal HR laws

States enact dozens of new HR laws each year. That's in addition to the growing number of federal and municipal laws being rolled out. It can be challenging for small business to stay on top of them all.

2 HR issues in the news

From the **#metoo** movement to pay equity and much more in between, HR issues are increasingly in the headlines. And workplace lawsuits are on the rise.

3 Employee handbooks

A compliant employee handbook forms the foundation of a healthy, productive workplace. It lets employees know what's expected of them and forms the first line of defense in case of legal action.

4 They reach 50 employees

When companies hire their 50th employee, a wide range of rules and regulations go into effect, and they can be on the hook for strict penalties if they aren't compliant.

5 Share a new eBook or White Paper

A guide, eBook, or white paper can be a quick and easy way to get up to speed on a trending HR topic.

→ *Show them you've got their back*

Sign up for our **eAlerts** to stay ahead of the curve, then reach out to prospects who may be affected. Show them how the HR Support Center can help them stay protected and compliant.

→ *Help them avoid expensive lawsuits*

From **trainings** to **live guidance**, show your prospects how the HR Support Center and HR On-Demand can help prevent and protect them from costly penalties and employee lawsuits.

→ *Let them know how easy it is to get one*

With our **Handbook Wizard**, your clients can build a compliant handbook in minutes. With HR On-Demand, our team will build one custom to their organization, all included with their plan.

→ *As they grow, so does (y)our support*

With content and live expertise tailored just for companies with 50+ employees, the HR services you offer can help at every stage of your clients' growth.

→ *Be the expert by passing along free HR guidance*

The HR Support Center is packed with them on a range of topics. Share one with your prospects and demonstrate your expertise in the HR space.