



Product Offering:
Payroll Processing

Calling Location:
New Jersey

Service:
Appointment Setting

Business Targets:
50-500 Employees

“THE BILLION
DOLLAR IPO”

THE CUSTOMER

Paylocity is a rapidly growing, national payroll provider. As part of their growth plan, Paylocity licensed the rights to the state of New Jersey to a well respected leader in the payroll industry.

THE CHALLENGE

Paylocity's management realized when their salespeople focused on prospecting, they were not working efficiently. With that understanding, Paylocity sought the services of a number of outsourced call centers, none of which provided quality appointments or generated a return on investment (ROI).

At the end of 2008, they turned to SalesRoads to create a customized approach and schedule highly qualified appointments for their salespeople.

THE SOLUTION

SalesRoads worked to develop a clear and concise value proposition to easily convey the value of the client's services. Additionally, SalesRoads created HTML emails to send to interested prospects who needed additional collateral before committing to an appointment, and nurturing emails to bring prospects deeper through the sales pipeline.

Finally, to ensure that their salespeople were not over-booked, SalesRoads enabled each salesperson to sync their calendar in real-time with their appointment setting calendar.

SalesRoads also worked with Paylocity to determine a set of parameters that each new opportunity would need to fall under, as well as a vetting process to get the most data possible from each call; not just the calls that resulted in an appointment. This data allowed SalesRoads to determine the key demographics that a qualified prospect would fall into, and target those companies exclusively.



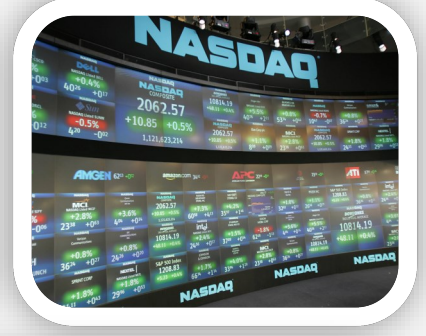
SALESROADS
800.836.4033
www.salesroads.com

THE RESULTS

SalesRoads' customized approach resulted in a 450% ROI for Paylocity in just the first 18 months not including the potential for recurring revenue streams from all sales that were made. In total, SalesRoads generated a 600% overall ROI for Paylocity.

Furthermore, this powerful strategy reduced the overall new client acquisition costs.

In January of 2014, Paylocity went public, with an IPO valued at nearly \$1 Billion.



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