

Which Type of Buyer Are You?

Shopping for a T-shirt, Oufit or Red Carpet Ensemble?

This white paper will identify the three most common types of shoppers for payroll services, helping you define which category you fit in and avoid over-paying for services you don't need.



Overview

Thinking about payroll outsourcing? The key to ensuring you get exactly what you need - nothing more, nothing less - from a payroll services company is to define what type of buyer you are.

Have you ever walked into a fancy clothing store only to be blown away by the price tags on garments (not to mention the attitude of the sales associate attempting to wait on you). You exclaim to yourself, “...But I just needed a t-shirt?!” Well, you fell victim to falling out of your buying definition — you went to the fancy boutique when Target would have done the trick. The previous example can be easily turned around. You need to look your best for your daughter’s wedding — this calls for a different buying experience. You get the point.

The same holds true for companies that enter into a buying mode for Payroll solutions. Based on your criteria and business priorities, you can fall into different categories of a payroll buyer. Let’s look at a few.

The T-Shirt Buyer

You’re typically a small business owner or manager. You know what you need - and it’s just the basics. For now, payroll, tax compliance, accuracy, and fund accessibility are your top priorities. You need to ensure that you’re not spending your valuable time tallying up time cards and writing checks. You also need to make sure your taxes are in compliance, but maybe your CPA is becoming too expensive.

Maybe some day you’ll need something fancy, but today, you just need to get your employees paid on time and accurately. Make sure you gain access to a company that aligns their systems with your basic need. SIMPLE is your need. Lookout for overly complicated solutions that make processes seem cumbersome just to get payroll out the door.



The Outfit Buyer

Your business is growing, and it's time to spruce up your look — the old khakis and top are played out. Department integration, data access, and employee visibility define your priorities. Your growing labor force needs precise management, and your trusted managers need new accessories to help them keep their departments in line. An updated closet that includes robust reporting will also give you the tools you need to make sure your revenue stays in the black - red is so last season.

Make sure your payroll company provides an outfit that truly goes together. You need an integrated application, not multiple systems that have to be managed. And some companies only offer complicated installs that make execution almost impossible. These outfits might look great on the mannequin, but if it doesn't fit nicely in the dressing room — it probably won't work once you get it home!



The “Stepping Out” Buyer



You've always kept up with trends, but it's time to step out on the red carpet. You want more than the latest outfit. You have a large workforce, with a multi-tiered management team. You need services beyond the normal suite of payroll and time keeping. Mobile access, analytics, workflow and pre-employee management drive what you to buy. With as many employees as you have, you need to manage their entire life cycle in one system.

Make sure you don't jump to the hot brand only. Systems must fit your business and, more importantly, the people that support these systems need to be REAL. Big brands might be mass producing the result, but if you're not careful, at the end of a long line trying to be seen (and heard) on the red carpet. When you “step out,” you want to make sure your company is there to support you if there is a trip on the runway.

It is not uncommon to change from one type of buyer to the other as your business needs change. However, you need to research payroll companies and their ability to adapt to your buying needs. Then, you can satisfy your current need and ensure you have a partner that can adjust when it's time to update the wardrobe. It's even better that the partner you choose can give you boutique levels of service with Target like pricing - now that is a deal!

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