



HR Services - Positioning the Sale

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Agenda

- NFP HR Services goals & objectives
- Historical review
- Positioning the sale
 - Expert panel discussion
 - Six steps to client satisfaction
- 2014 offerings
- Conclusion/Q&A

NFP HR Services Goal



NFP HR Services provides cost-effective, flexible consulting solutions to meet your client and prospects talent management needs through both in-house project support and outsourcing of select functions.

NFP HR Services - Objectives

Provide

firms with access to Human Resources and Technology experts within the NFP family.

- Resources and expertise often not internally available to clients.
- Full suite of services available from NFP.
- Integration of multiple NFP services to client.

Offer

subject matter expertise during sales prospecting to new and current clients.

- Consultative approach, using situational assessment or audit.
- Report of findings and recommendations.
- Proposal of project-related services to client.

Assist

clients with multiple demands placed on their internal HR function.

- Programs, systems and technology evaluation.
- Project implementation and management.
- Retainer-based consulting.

HR Services – Top Requests

HR Consulting Services

- Employee Handbooks
- Policy review and development
- Workplace practices assessments
- Organizational Assessments
- Compensation benchmarking
- PEO transition to internal HR
- HR Due Diligence
- Talent acquisition / hiring process
- Management training and development
- Interim on-site HR support
- Wage and Hour (DOL) compliance
- Reduction-in-force / rightsizing
- Leave administration practices review
- RFP creation / administration

Technology Services

- Technology Review
- Systems/Vendor Evaluation and recommendations
- Systems Implementation
- HRIS Applications Integration

Administrative Services

- Call Center
 - Benefits Services
 - HR Services (**new for 2014**)
- Benefits Administration
- HR Outsourcing (**new for 2014**)

Expert Panel Discussion

- Panelists:
 - *Mike Schneider - Regional Managing Director, NFP Corporate Services (IL)*
 - *Jim Bendel - President, Potomac Basin Group Associates*
 - *Sam Camens - Sales Producer, NFP Corporate Services (NY)*
- Panel Discussion
 - How do you approach the topic of HR Services with clients/prospects?
 - How do you uncover clients' HR needs and/or concerns?
 - What lessons learned can you share with others to help make the selling/client relationship process more fruitful?

Positioning the Sale

1. Use Key Positioning Points

- When HR is the decision maker
 - Identify with HR's perceptions.
 - Too many administrative demands; can't "do it all"
 - Difficult to effectively serve multiple constituencies
 - Too much stress on HR's internal resources
 - HR needs support and assistance

Positioning the Sale

1. Use Key Positioning Points

- When CFO/CEO is the decision maker
 - Identify with CFO/CEO perceptions
 - HR is cost center; may be non-essential to business
 - HR is administrative/clerical function
 - HR may not produce tangible, measureable results
 - HR may not add value

Positioning the Sale

2. Ask Recommended Questions

- When HR is the decision maker
 - “What are your priorities this (year, quarter, etc.)?”
 - “Is there anything that is not going as well as you had hoped? What is/are the barriers?”
 - “I think we can really help you to get _____ off your plate. Would you like to hear about it?”
 - “Would you consider NFP HR Services helping you to _____?”
 - “Would you like to talk to someone in HR Services about how we can support you with _____?”

Positioning the Sale

2. Ask Recommended Questions

- When CFO/CEO is the decision maker
 - “What are your goals and expectations for HR?” “How well is HR currently performing?”
 - “What is the feedback about HR from managers? From employees?”
 - “I think we can enable HR to work more efficiently. Would you like to hear about it?”
 - “Would you consider NFP HR Services partnering with you to assess the effectiveness of HR?”
 - “Would you like to talk to someone in HR Services about how we can help you with _____?”

Positioning the Sale

3. Share NFP HR Services' Value Proposition

- When HR is the decision maker
 - We can reduce administrative burdens of HR.
 - We can help make systems more efficient.
 - We can give HR more time to focus on strategic, value-added activities.
 - We can help you/HR to be more successful.

Positioning the Sale

3. Share NFP HR Services' Value Proposition

- When CFO/CEO is the decision-maker
 - We can help realign HR activities
 - We can improve HR performance and employee satisfaction.
 - Administrative/compliance functions can be accomplished with greater:
 - Accuracy
 - Speed
 - Efficiency
 - Organization can focus on core business
 - [Highlight ROI]

Positioning the Sale

4. Utilize collateral to introduce HR Services

- When
 - In initial meetings with clients.
 - In annual review meetings with clients.
- Pieces Available
 - HR strategic capability
 - HRIS / technology
 - 2 versions – initial consideration and ready to take the next step
 - Compensation
 - Exiting PEO
 - Audit / due diligence
 - Labor & employment laws
 - Employment life cycle
 - Case studies
 - HR outsourcing (coming soon)

Positioning the Sale

5. Offer NFP HR Services' Situational Assessment to clients.

- No charge to:
 - NFP-owned firm; or
 - Benefits Partner firm with annual NFP HRS membership fee

6. Remain engaged in process

- Introductory call with HR Services and client.
- Discovery calls.
- Periodic updates.
- Report of Findings and Recommendations.
- Proposal/implementation.
- Project close.

Project-based Services for 2014

HR Consulting Services

- Organizational assessments
- HR due diligence
- Compensation benchmarking
- Total rewards systems
- PEO transition to internal HR
- Employee handbooks
- Performance management systems
- Workplace practices assessments
- Policy review and development
- Talent acquisition/hiring process review
- Employee engagement/retention
- Management training and development
- Interim on-site HR support
- HR talent acquisition/hiring
- Service Contract Act (SCA)
- Safety/security/risk management
- Wage and hour (DOL) compliance
- Reduction-in-force/rightsizing
- Leave administration practices review
- Drug-Free Workplace Act
- Employee relations
- Governance and Ethics
- RFP creation/administration
- Affirmative action programs
- COBRA and HIPAA compliance
- Immigration
- Records retention
- Americans with Disability Act (ADA)
- EEO/non-discrimination/anti-harassment
- Termination process

Project-based Services for 2014

Technology Services

- Technology review
- Business process review
- Systems evaluation
- Vendor evaluation and recommendations
- Systems implementation
- Project management
- Data warehouse and benefit carrier EDI services
- HRIS applications integration

Administrative Services

- Call center
 - Benefits and HR options
- Benefits administration
- HR outsourcing

Conclusion

We can maximize client satisfaction, retention and loyalty to the NFP family of products/services by:

- *Keeping all steps in the positioning process client-focused;*
- *Identifying with clients' unique needs and concerns; and*
- *Partnering to develop HR Services solutions based on an assessment of those needs.*



Questions?



Thank you!

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