

How does a company in a highly competitive industry achieve record breaking growth with fewer sales representatives than before? How could this be accomplished while loaning those same representatives to their customer care team to support growth and maintain inbound call standards? These were the questions that SurePayroll faced and tackled head-on during the year.

SurePayroll is an online Payroll service company that makes processing payroll easy. Allowing our customers to access our web-based systems wherever, and whenever, they choose, lead us to be the first in our industry to create and roll-out a well-received Mobile Payroll app.

The past year has brought tremendous growth and accomplishment for the SurePayroll sales team. In January – the busiest month of the year in our industry – our sales team was responsible for a remarkable 32% Direct Team growth. And they achieved that with one *less* sales representative than the previous year!

Also in Q1 this year, every member of our sales team hit their sales quota – a *first time achievement* in SurePayroll's 10 year company history!

Q3 broke new records in sales achievement with 31% new customer growth over the previous year for our Bank Team, and 20% new customer growth for our Direct Team. This resulted in a 25% overall increase in new customer growth for the company.

These growth numbers in a highly competitive industry, during a slow economy – and reduced workforce, are a testament to our outstanding sales team. It is SurePayroll's philosophy to work together as a cohesive unit, supporting one another to achieve both company and individual goals.

Not only did our sales team break company records, but 3 members of the team selflessly assisted our customer care unit when they needed extra support – while at the same time hitting their individual quotas. That's an example of the integrity and dedication of the individuals we are honored to have on our team!

We understand what makes our people tick, and reward our sales team with an aggressive, uncapped commission plan which rewards continued success and encourages overachievement on a quarterly basis.

Three of our most successful sales incentive programs include:

- **MVD of the Week:** The Most Valuable Dialer (MVD) program motivates our team to achieve qualifying activity metrics on a weekly basis. Each week we award 3 individual qualifying "MVD of the Week" traveling trophies, along with recognition via our company wide e-mail. Our winning representatives are proud to display the trophy on their desk!

- **President's Dinner:** Team members attaining either their quarterly unit or revenue quota attend dinner with the SurePayroll President and VP of Sales. We love the opportunity to show them how much we appreciate their efforts.
- **President's Club:** Those representatives that meet 105% of either their annual revenue or unit quota, along with other established requirements, are invited to a business meeting at a warm weather destination for themselves and a guest. If you've ever been in Chicago during the winter, you can imagine how much they appreciate this recognition!