

Welcome to Payroll Country.

THE MANIFESTO



COMPLETE PAYROLL

[INTRODUCTION]



A businessman goes to see about a girl. They fall in love. They get married. The girl doesn't want to leave her family. He plants his roots and starts a business. Together they raise three children.

The business does well. Pretty soon it's one of the largest employers in town, processing payroll in almost every state (and Puerto Rico!). Eventually it grows into other cities. They still haven't come up with a fancy name for the Friday afternoon cookouts, though.

A lot has changed since 1992, except for everything that hasn't.

We come from a place you've probably never heard of.

Where we're from, people come first. Manners aren't optional. Good things aren't rushed. And a job isn't done until it is.

It's called Payroll Country.

In Payroll Country, everyone is friendly. They look you in the eye when they say hello. There are no secrets. People do what they say they're going to do when they say they're going to do it. And going out of your way for a friend isn't a favor: it's expected.

In Payroll Country, there are no sales scripts. No hidden fees. And no broken promises.

You may not know where we're from, but you probably know what we stand for.

Welcome to Payroll Country.

Let us show you around.





[**1. IN PAYROLL COUNTRY, PEOPLE TALK LESS AND DO MORE.**]

Once we heard a pretty smart guy say...

“As soon as you’re spending more time talking about doing something than actually doing it, you’re doing it wrong.”

Wise guy. In the good way.

In Payroll Country, you are 4 times more likely to have a conversation about how your payroll experience can be improved than you are to have a conversation about buying new/more payroll services.

In Payroll Country, approximately 20% of the focus is applied to sales and marketing.

The other 80% is dedicated to service and support.

Appropriating our assets for our top priority—keeping clients happy—is the best thing we do.

Less talking. More doing.





2. IN PAYROLL COUNTRY, PEOPLE RUN THE SHOW.

Efficiency is good.

Except when it's achieved at the expense of the end user.

In Payroll Country, there aren't workers. Only engineers.

That means everyone you speak with is qualified to diagnose and treat your problem from start to finish. It means we have to hire more people. But it also means our clients get more attention.

You have a real live human dedicated to help you. That person knows you by name and you know his or hers.

And when you call at 1:37 p.m. on a Tuesday with a question, he or she will be able to answer it because we manage everything in-house. When you do call, whoever answers will have an opinion (and some sound advice) about payroll and every aspect of your business that touches it.

In Payroll Country, it's also a real person who hand-delivers your first payroll run and asks how your day is going.

In Payroll Country, when we say we want to hear from you, we actually mean it.





[3. IN PAYROLL COUNTRY, WE INVEST IN OUR CLIENTS.]

You don't want to become an expert in payroll processing.

You might, however, want to know how it works and make sure it doesn't become a problem.

Some places have prerecorded webinars to teach you how it works. You can watch them when it fits your schedule, and when you have a question you can contact the help desk.

In Payroll Country, there's a three-step process to help people learn the system. Training is free and unlimited.

Getting set up for the first time? No problem.

Hired a new employee that's now going to be in charge of payroll? You got it.

Just want a refresher?

You see where this is going.

One-on-one personal training.

The point is simple. No one should have to try harder than the company that serves them to make sure they understand their system and know how to use it simply and effectively.





[4. IN PAYROLL COUNTRY, EVERYONE GETS A MAP.]

If you're taking a cross-country road trip, you're probably not going to start without a map.

Fine, a GPS.

The point is, it's always easier to get to the finish if the steps are clearly defined.

In Payroll Country, all internal processes are documented. Our software has been painstakingly documented, too.

What the heck does that mean?

It means not everyone is an expert in payroll.

It means sometimes people have questions.

It means that some people want to read a manual and some people just want to talk it out. And you should have every option at your disposal.

People in Payroll Country are always eager to help.

In Payroll Country, no one is left in the dark.





[5. IN PAYROLL COUNTRY, WE BELIEVE IN OUR PEOPLE.]

Training. That's a novel concept.

In Payroll Country, everyone gets a personal trainer. Kind of like a fitness trainer. But instead of elevating their heart rate, our trainer helps our people elevate their mastering-the-industry-and-providing-awesome-service rate. It's a pretty special kind of rate. Doctors haven't figured out how to measure it yet. But our happy clients have.

Our corporate training has helped countless employees flourish at Complete Payroll.

It's also helped some people develop their skills and move on to other opportunities that suited them better.

Honestly, we're pretty proud of both outcomes.

Hire good people. Give them a ladder. Teach them how to climb. And let them go where they belong.

When you work with us, you'll know what we're talking about.





[6. IN PAYROLL COUNTRY, WE GIVE IT TO YOU STRAIGHT.]

We have a rule here. If you use more than two payroll-related acronyms (like 941 or 1095C) in one sentence, you get your mouth washed out with soap.

Okay, not really. But you have to admit, that would be pretty cool.

The point is, doing payroll often means referencing complicated forms or regulations, many of which sound like a different language to most business owners.

Enter the Affordable Care Act. (Or Obamacare, if you prefer.)

20,000 pages (and counting) of regulations. Passed in 2010. New processes being rolled out on a yearly basis going into 2018. It's left many of us crying for our mothers.

Here's what you need to know:

Yes, it's kind of complicated.

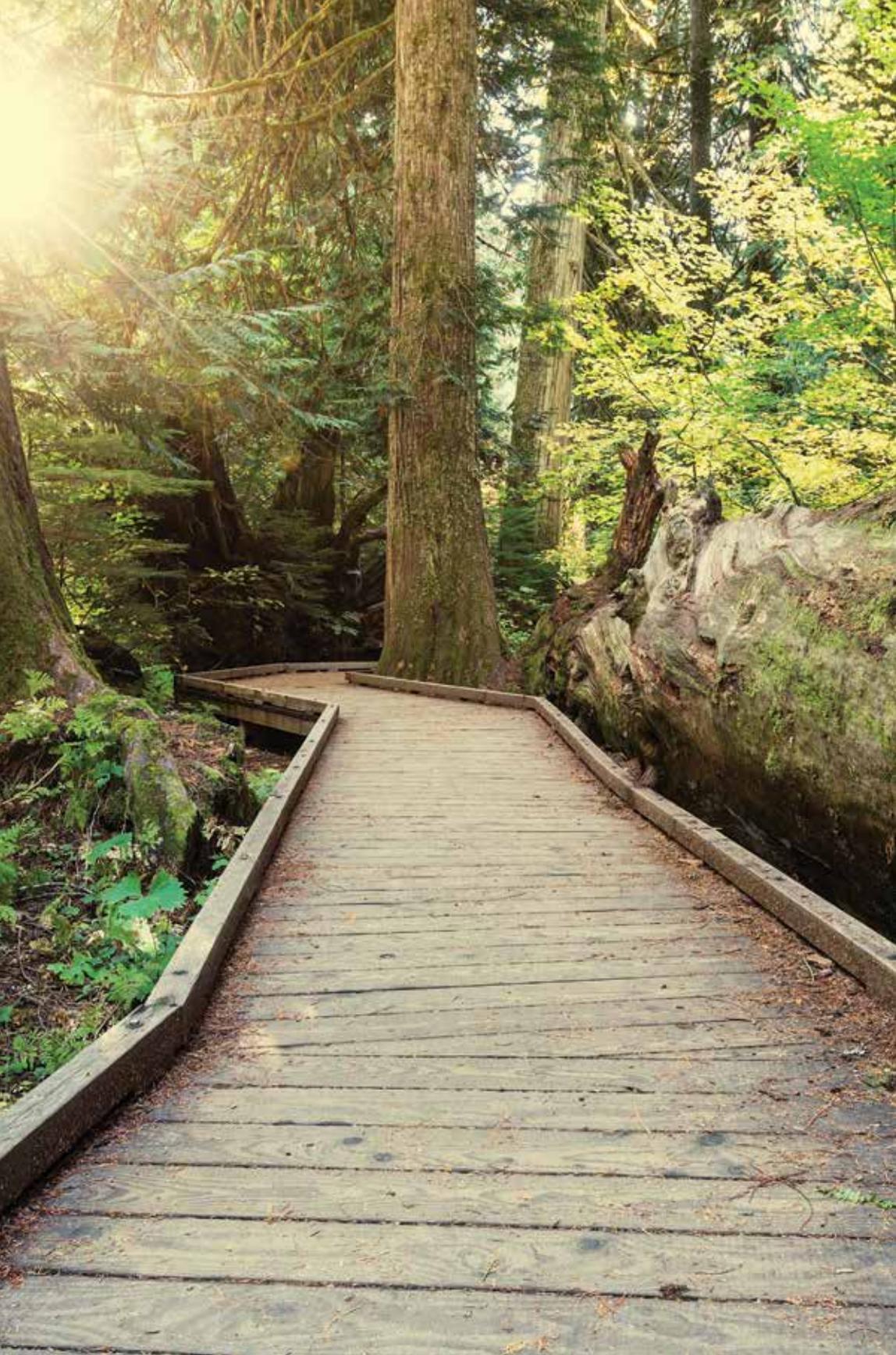
No, it's not a bad thing to seek help. (Especially not when it comes to your payroll.)

We have a team of professionals dedicated to helping businesses get compliant. We will help you make sure:

1. You're doing the right thing for your employees, your business and yourself.
2. You're not subject to fines from any governing bodies.
3. You accomplish that without feeling like you just learned another language.

We keep it simple.





[7. IN PAYROLL COUNTRY, TRANSITIONS ARE EASY.]

Transitions. Switching your payroll and all the processes along with it from one provider to the next: it's the one thing people in the payroll world tend to fear the most.

If you've been through this before, you know what we're talking about.

In Payroll Country, transitions are nothing to worry about.

We have an entire department dedicated to transitions.

Although many of our people will be involved in helping you make the switch, we assign one person to oversee the transition in its entirety. Kind of like a project manager.

A successful transition process is predicated on two things: transparency and proactive communication. It's how we avoid problems, and, coincidentally, it's the same way we solve them should any arise.

We'll do the heavy lifting, and there will be an open dialogue throughout the entire process.

You'll always know what's going on.

Easy.





[8. IN PAYROLL COUNTRY, EVERYONE IS IN THE KNOW.]

Reporting is a big thing in payroll.

“Here, this week you paid this many people. This is how much you paid them. This is how much you paid in taxes.”

You get the idea.

Sometimes, though, a customized report helps a client much more than a standard one. This is harder to do. And it takes more time. That’s why most payroll companies charge for custom reports and support. Anyone who’s asked for a custom report probably knows how difficult it can be to get one.

In Payroll Country, custom reporting is easy.

We look at it like this. It’s your information. Therefore, it’s our job to provide it the way you want to ingest it.

And that’s why your reports can be customized.

Everyone gets to know everything they want to know when they want to know it. We do it because we can. It doesn’t make us heroes. But it’s a nice thing to have.

It’s basic math. Subtract the secrets. Add the value.





[**9. IN PAYROLL COUNTRY, PRICE ISN'T THE ONLY THING THAT MATTERS.**]

It helps that we're often able to save our clients money.

But that's never where the conversation should begin.

Just because you can save money on a widget doesn't mean the cheaper widget is going to perform better.

**In Payroll Country, solutions matter. So does experience.
You shouldn't have to think too hard about paying your people.
But when you do, you should have experts to help you with it.**

It's true. Sometimes we offer the lowest price.

But in Payroll Country, value, service and experience matter more than anything else.





[10. IN PAYROLL COUNTRY, NOT ALL RELATIONSHIPS ARE MEANT TO BE.]

In Payroll Country, a careful Needs Analysis is conducted before any products and services are discussed.

What are you doing now? How is it working? Where are the gaps?
What are you paying for?

Sometimes, we say this...

“Thank you for the opportunity to discuss your payroll needs.
But it doesn’t look like there’s anything we can do to improve your situation.”

That’s when the jaws hit the floor. (And the organization leaves the meeting with the peace of mind that they’re well taken care of. That’s good, too.)

Look. We’d prefer to do business with most people. But before we can do “business,” we actually have to decide if business is worth doing.

We need to understand your business before we tell you how to run it.

In Payroll Country, it’s not about growing fast. It’s about growing right.
We only care to partner with clients we can actually help. It’s about values.

We’re guessing that’s why so many of our clients plant their roots here.



[CONCLUSION: WHAT IS PAYROLL COUNTRY REALLY ABOUT?]



We care a lot about payroll. We care a lot about getting payroll right.

But there are some things we care more about than payroll.

What we do as a company happened almost by accident. We could have been any kind of company. We are a payroll company.

But who we are as people happened on purpose. And we believe it's something that should continue to happen on purpose each and every day.

It's about honesty. Loyalty. Doing what's right, especially when it's harder. Community. Not expecting anything of other people you don't expect from yourself. Commitment. Respect. Joy.

That's Payroll Country.

Payroll Country isn't just our headquarters in Perry, New York.

Payroll Country exists anywhere. At any time. To anyone.

You may not know where we come from, but you probably know what we stand for.

And we think you'll love it just as much as we do.

Welcome to Payroll Country.





COMPLETE PAYROLL

completepayroll.com