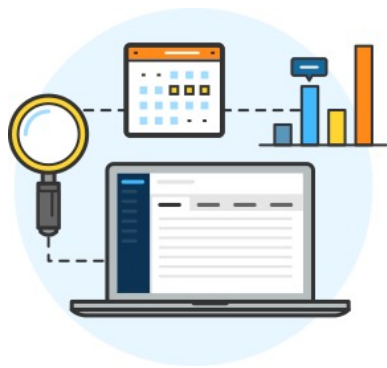# Tips and Tricks to Sell Bill.com

Spotting a Prospect

The best candidates for Bill.com:

- ✓ Process more than 10 bills each month
- ✓ Pay international vendors
- ✓ Are interested in automation but want to stay in control
- ✓ Are disorganized today, but have a desire for greater efficiency and flexibility
- ✓ Want better visibility into their cash flow activity
- ✓ Don't have a dedicated employee looking after their billing
- ✓ Are growing too fast and need help managing new workflows and back-office functions

Identifying Pain Points

With small and medium businesses, probe these topics to discover pain points that Bill.com can solve:

As a business owner, do you spend hours dealir with AP and AR headaches like:

- Remembering when bills are due?
- Printing, signing, and mailing stacks of checks?
- Handling bill pay processes the old-fashioned way (aka manually)?
- Creating the same invoices from scratch every month for recurring goods and services?

Is your bill management process separate from your accounting system, so you...

- Enter payment data twice—once in a bill management or banking system or entering by hand and all over again in the accounting system?
- Often make manual input errors or notice inaccuracies, which can be costly and time-consuming to fix?

Understanding Key Selling Points

First point: Why outsource your business payments to our firm?

- This process is paper-intensive, manual, and error-prone as it involves juggling data multiple times in multiple places.

- And what happens when you make a mistake? Systems don't match up, balances are off, and cash flow is negatively impacted, wasting time.

- What's worse is that you can do everything right and still be at risk of fraud any time you're sending checks as payment.

- Bill.com will do the hard work, so you get the benefits—a higher level of process automation and payment capabilities, more flexibility and efficiency, and a simpler and more secure way to manage bill payments.

Second point: We use Bill.com, which delivers benefits above and beyond standard bill management, including:

- Takes paper out of the process by digitizing the process and storing all relevant billing information in one place

- Automatically syncs with your accounting system to maintain the same information in both systems

- Routes bills to approvers and auto-approves recurring bills based on rules you set

- Notifies you when bills are ready to be reviewed, approved, and paid

- Allows you to manage payments from any device, no matter where your business takes you

- Creates transparent, time-stamped audit trails

- Makes international payments easy—you can use the same simple process to pay international and domestic vendors.

- Choose to pay your vendors with Vendor Direct virtual card, international wires in USD or local currencies, domestic ACH, or check

Overcoming Objections

With your firm managing the bill pay, clients only need to approve bills via the web or their mobile app. Bill details are always just a few clicks away, and your firm can help if a client seems tech-phobic.

Why might your clients object?

"I don't have many bills."

This could be a disqualifier. But even with low bill volume, are there client concerns over security, fraud, approvals, or documentation?

"I have someone who does this."

A bookkeeper compiling financial statements after month-end is not providing real-time business guidance. Outsourcing accounting to your firm will ensure the client has key financial data at their fingertips.

"I don't have time to take this on."

If you weren't too busy, would you take this meeting or consider this service? We would work with someone else on your team to see if your business is a fit for our services.