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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:



**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?

**As a business owner, do you spend hours dealing 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?

Understanding Key Selling Points



**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

**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.

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 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.

***“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.