



Tips and Tricks to Sell Bill Pay

Spotting a Prospect

The best candidates for Bill.com have the following characteristics:



- ✓ Pay more than 10 bills each month
- ✓ Are disorganized today, but have a desire for more efficiency
- ✓ Want better cash flow management
- ✓ Don't have a dedicated employee looking after their billing
- ✓ Are growing too fast and need help managing back-office functions

Identifying Pain Points that Bill.com Can Solve

With small and medium businesses, probe these topics to discover pain:



As a business owner, do you spend hours dealing with payment headaches like...

- Remembering when bills are due?
- Printing, signing, and mailing stacks of checks?



Is your bill pay process separate from your accounting workflow, so you...

- Enter data twice—once when in a banking system or entering by hand and all over again in the accounting software?
- Make manual input error, which can be costly and time-consuming to fix?

Key Selling Points



First point: Why outsource bill management 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—better insights into your cash flow, more time to run your business, and less hassle and risk.



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

- No more paperwork—just make sure your bills get uploaded into Bill.com, and we'll take it from there. Email, scan, fax...it's easy.
- All you need to do is approve the bill when we let you know it's ready. You can do this anywhere, any time using the web or a mobile app.
- The bills are paid timely, accurately, and are perfectly documented.
- You've removed the headache, reduced your risk, and gained control of your cash flow and payment process.

Overcoming Objections

With your firm managing the bill pay, clients only need to approve bills via the web or 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 could work with someone else on your team to see if your business is a fit for our services.