

# From Commodity Pitch to a Better Story

How a human capital management leader nearly doubled its closing ratio and added \$7.39M in revenue across twelve months.



## CLIENT

**Paychex**

## INDUSTRY

**Human capital management**

## REVENUE

**\$5.3B**

## PROGRAM

**NeuroSelling®**

# \$7.39M

Additional revenue in 12 months  
From 108 of 135 representatives

# 35%

Closing ratio, up from 18%  
Industry standard is 20-25%

# +\$428

Revenue per deal  
For 60% of representatives

## The challenge

Paychex provides HR, payroll, benefits, and insurance services. Its sales conversations had flattened into product pitches.

### Sold as a commodity

Transactional, product-focused conversations created little differentiation, so prospects treated the solutions as commodities and asked for discounts.

### Goals left unexplored

Representatives lacked an understanding of prospects' goals and challenges, which made communication ineffective.

### No reason to move

Prospects showed little urgency to buy, fearing change and seeing it as unnecessary.

### And the numbers showed it

An 18% closing ratio, with flat to declining revenue per rep and per deal.

## What Braintrust did

NeuroSelling® trained the teams on trust, connection, and credibility.

### The buying brain

The science of how buyers decide, and how to build messaging around it.

### Facilitating, not selling

Helping customers choose around their own goals and challenges.

### Value against price

Visual storytelling contrasting price with value, not defending a number.

### Trust and credibility

The foundation the training was built on: trust, connection, and credibility.

## The result

After the training, 108 of 135 sales representatives increased their revenue by an average of \$5,702 per month, totalling an additional \$7,389,792 over twelve months.

Revenue per deal rose by \$428 for 60% of representatives, and the closing ratio improved from 18% to 35%, ahead of the 20-25% industry standard.

*"Based on results, we have not only adopted this program but licensed the rights to make it our own!"*

Paychex

*"I couldn't believe how different my sales calls were after going through this program. It was night and day!"*

Sales representative, Paychex

*"The world had changed... to compete, we needed a better way to tell a better story. This was it."*

Paychex

### WHY IT STUCK

#### The managers could coach it

Sales managers found the new methodology easier to coach than what came before, and continuous support kept reinforcing the skills. Paychex went on to license the rights to run the program as its own.