

# PEO Network Articles Archive 1997 (January thru June)

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## Headaches!!!

*Take Two Aspirin and Call Me in the Morning*

After reading last month's compliance issue and reading about all the paper shuffling which PEOs must do at year-end, you might be asking yourself why you got into this business. I often ask owners of PEOs, "If you knew then what you know now, what would you have done differently?" Let's just say that I've never heard anybody say that they were having a blast, making tons of money and wouldn't change a thing. Most PEOs have a lot to learn when it comes to organizing your agenda for closing out the year. Most PEOs get a headache when going through this arduous process.

The PEO service encompasses almost 10 separate industries with their respective degrees, designations, associations, market penetration... What business are YOU really in? What do you say when somebody asks at a social event?

After more than 10 years in the business, my own family is still confused. I often utilize the common marketing phrase "eliminating business owners headaches." On occasion, I've been known to say that I am a GIANT ASPIRIN! Your sales force is out there convincing business owners that they should out source their administrative headaches to the PEO so that the business owner can focus on their core competencies, profit centers and keep pace with ever-changing technologies.

So what does a PEO become? A GIANT HEADACHE?

Are you with me on this? Doesn't this explain the demise of former leasing companies before underwriting and risk management became vogue? Doesn't this also explain the plethora of unhappy burned-out internal employees? Did you tell them that they were in the headache business during the initial interview? Did you tell them that the definition of good service is how magnificently you react when things go wrong? Perfectionism-you won't last a year.

In a recent sales training program, I had the entire group stand up and cheer loudly every time they heard a challenge, problem, roadblock... "HEADACHE!" I thought the Risk Manager was going to have a stroke during his mini-program when he explained the Workers' Compensation exposure related to subcontractors and the entire room stood up and cheered!!!! I made sure that the Human Resource Manager was forewarned.

We handle headaches, and we wouldn't be in business had the government not deemed business owners as the non-compensated, highly penalized tax collector and curer of all social ills.

I posed this question once to a group of 55 Sales/Service/Management PEO internal employees. What would happen if you had a job in the floral industry and you hated flowers? Every day you obsessed about how you hated flowers, how they looked, how they smelled. You even gained an aversion to people who purchased flowers. You were certain that if you could just get flowers out of your life, then all would be well. They all agreed that this person would not last long in the headache, (oops), I mean flower business.

I challenge you to explain the headache business to all of your internal staff and for one month, celebrate every time they hear a complaint, impossible situation, or challenge... "HEADACHE!"

Let me know the results. Who knows, it might become a New Years Resolution!

*Look for an article in the May 1997 issue of The ProEmp Journal that will outline the selection criteria for qualified PEO sales people. Carrie Aaron is President of PEO Network, Consultant to the PEO industry. She can be reached at 888-888-PEON or write to: PEO Network, 7424 Chapel Hill Road #204, Raleigh, NC 27607. ■*