

Value Proposition

For B2B clients

Example

Technology

E.g. if your software saves 10% of the time taken to process a sale transaction, and a person usually processes 100 transactions a day, that's 10% of their salary. Market research on recruitment sites will show you what that salary is likely to be, plus you then have to add on at least 13.8% for Employers NI, regardless of an pension arrangement or other benefits, or normal overhead cost (share of rates/rent/utilities, phone, IT etc – anything from 15 – 30% depending on industry).

So person A costs you gross say £40k per annum all in. You've got 10 of them, £400k payroll. My software will save you £40k per year off your bottom line because you can employ 1 less person; or process 10% more sales each day, giving you (best estimate based on your research) £yy more profit each year.