



ConnectPay's community vibe and its impact on Supporting Strategies

As a bookkeeping and operational support services business, Supporting Strategies has outsourced solutions like accounts payable, accounts receivable, bookkeeping, financial reporting and payroll administration since 2004.

Darlene Trainor, the business development manager at Supporting Strategies, began working for founder Leslie Jorgensen in an effort to identify and solve client problems based on market conditions.

"We have the ability to do more than just your CPA on the corner," Trainor shared. "We're not just putting you into a database – we're helping with cash flow management, business growth and more. You could just start with a bookkeeper doing your books, but then you can transition to more of our services."

A desire for a personable working relationship

For many years, Trainor worked for a former electronic payment platform that was intercepted by a large payroll services provider before she made her way to Supporting Strategies. There was a lot of local presence, and

an ability to connect directly with a CSR who always went the extra mile to make sure your business was in good standing and that your issues could be resolved.

"Payroll is changing over the years," Trainor said. "I really enjoyed that old community vibe and that family connection."

Missing this feeling, Trainor decided it was time to reach out to ConnectPay, a company she had previous connections with, to find this extra level of comfort in professionalism again.

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Working with ConnectPay

With a general understanding of the backbone of the company – alongside doing her own due diligence – Trainor felt confident that ConnectPay was the kind of company that still had the community vibe she was craving; she knew you could call in with an issue from a client and it would be immediately addressed.

“In today’s really stressful world, that’s something that’s very important to me,” Trainor said. “When you keep that customer delight scenario – always reaching out and helping – that’s very important.”

Results of the partnership

In working in parallel worlds – payroll and bookkeeping – communicating back and forth with a CPA-base has been very beneficial for keeping the synergy between both worlds in terms of exchanging introductions, selling products and forwarding leads. In fact, Trainor shared that since her partnership with ConnectPay, they’ve been passing leads back and forth for four years now.

In understanding the foundation of the company, Trainor has always felt secure with ConnectPay. She’s especially fond of the close attention paid to smaller businesses, especially during these strange times.

“ConnectPay has been amazing during the pandemic,” Trainor said. “I like how they work hand in hand with the smaller businesses – everyone else wants to work with the big dogs right now, but the small guys are really the ones who need the help right now.”

Trainor loves that ConnectPay is always willing to work with clients and take the time to find the right solution that meets their needs. No matter what type of client is brought to the table, ConnectPay has the resolution.

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Interview with Darlene
<https://www.supportingstrategies.com/bio-darlene-trainor>
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