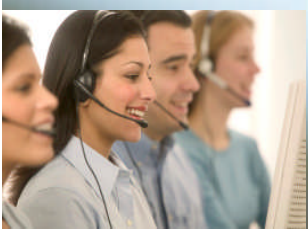


**TECHMATE INTERNATIONAL**



**MOVING TECHNOLOGY**  
**Helping to reach your Sales Potential**

## The Front End: Lead Generation



***There are really only two ways to grow your sales capacity.....***

- 1) Generate more leads
- 2) Close the leads that you have more effectively

15 years ago, the Yellow Pages were still the primary source of moving leads. Today, COD leads are primarily generated through the web



## Jobs Versus Relationships



***Approximately 10% of households will relocate this year.....what are you doing about it?***

- You can extrapolate from the above that 10% of your past moves will also relocate this year
- Don't wait for them to call you...
  - Find out if your customers are renters or owners. The renters are going to move again after 12, 24, 36 months.
  - Stay "relevant" by sending out quarterly newsletters to your past clients using Constant Contact
  - Use Constant Contact to send out post-move surveys
  - Use technology to manage your follow-ups and follow-through

**USE TECHNOLOGY TO HELP BUILD  
RELATIONSHIPS... NOT JOBS**

## Your Website



- Your website is just one facet of your company's online profile.
- What is your "Call to Action"?
- Get proactive about managing your "webutation"
  - Search Engine Optimization (SEO)
    - Landing pages
    - Links
    - Keywords
    - Meta Tags
    - [www.websitegrader.com](http://www.websitegrader.com)
    - "Pay to Click" versus "Organic"





## Other Creative Uses of the Web



- MLS/Trulia or other real estate related sites as a means of generating leads
- “Googling” prospects to garner pre-appointment tips
- Make your site interactive with LiveChat
- Provide moving advice in chat rooms
- Get pro-active about managing your profile by using social networking: Facebook, Twitter, LinkedIn, and blogs



## Reasons to Automate your Presentation



- Closing Ratios
- Efficiency
- Professionalism
- The bottom-line
- The "Trust" factor



## Excuses to Avoid Automation



- “I am just as accurate with Pen and Paper”
- “My people cannot handle that”
- “Its just too expensive”

**Are you Serious???**

## The Mobile Salesperson

### *Tools of the Trade:*



#### **POCKETPC/PALM PILOT**

- Ø Cost: \$400-\$500 (New) / Screen: 2.5 - 4" (Corner-to-Corner)
- Ø Weight: 4-7 ounces / Operating System: Windows Mobile or Palm



#### **SMARTPHONE/IPHONE**

- Ø Cost: \$99-\$499 (New)
- Ø Screen: 2.5" – 3.2" (Corner-to-Corner) / Weight: 4-7 ounces
- Ø Operating System: Android / Windows Mobile / Palm
- Ø Built-in wireless functionality with purchase of data plan from cell provider



#### **TABLET PC**

- Ø Cost: \$500 - \$1500 (New)
- Ø Suggested Specs: 9"-12" Screen, Extended battery life, Bluetooth
- Ø Operating System: Windows XP / Vista / Windows 7 / Weight: 2.5-5 lbs

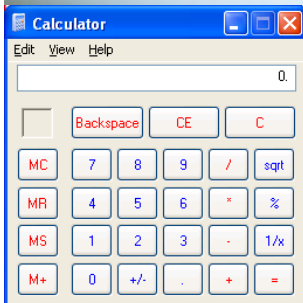


#### **UMPC (ULTRA-MOBILE PC)**

- Ø Cost: \$500 -\$1100 (New) / Suggested Specs: 7"-9" Screen, Extended battery life
- Ø Operating System: Windows XP / Vista / Windows 7 / Weight: 1-2.5lbs
- Ø This is a fully functional Laptop / "middle-ground" between the Pocket PC and a Tablet



## The Math



### Moving Company Information

	Numbers	Value
Number of Salespeople	2	
Avg. Estimates per Day per Salesperson:	4	
Time Spent at Residence:	45	Minutes
Time Spent Completing Estimate Back at Office:	25	Minutes
Avg. Annual Gross Revenue Per Salesperson:	300,000	Dollars
Avg. Closing Ratio Per Salesperson:	50	Percentage

### Expected Return on Investment from SalesMate:

Total Time Savings at Residence Per Company Per Day:	2.00	Hours
Total Time Savings at Office Per Company Per Day:	3.33	Hours
Aggregate Time Savings per Day:	5.33	Hours
Total Additional Annual Revenue with SalesMate (per Company):	\$30,000.00	Dollars

### Assumptions:

Closing Ratio Improvement with SalesMate:	5%	Percent
Time Savings with SalesMate at residence (in minutes):	15	Minutes
Time Savings at the Office (in minutes)	25	Minutes

*The total additional revenue reflects the results of an improved sales presentation. In addition to this, should be calculated the benefits of an extra 26.67 hours per week of time to complete on-site estimates, follow-up on potential leads and to generate new business opportunities.*

## The ABC's of Selling in the Field



- Professional Appearance
- Be on time and, if you have to be late, make sure that you call
- Make a personal connection as quickly as possible
- Ask leading/probing questions so that you understand what are the important criteria
- Tailor your sales approach to match the personality type with whom you are working
- Understand what you are selling: opportunity, fear, numbers?



## Salesperson Joe: An Example



- Salesperson Joe arrives on time at 8am for his first appointment
- He is dressed appropriately in a coat and tie
- He has his Tablet PC with him and brings up the first screen which reflects a picture of his family – which immediately sparks a conversation
- He notices a picture of a golf outing and asks about the prospects golf interests
- Joe begins the walk through with the customer, explaining the process as he proceeds (enrolling the prospect)
- In the living room, the prospect stops and outlines his concern about the baby grand piano
- Joe carefully explains how this will be handled, and pulls up a brief video demonstrating the process; along with some digital pictures of a crew on a recent job involving a piano
- Following the walk through, Joe calculates the estimate and wirelessly prints it (via Bluetooth) for his prospect

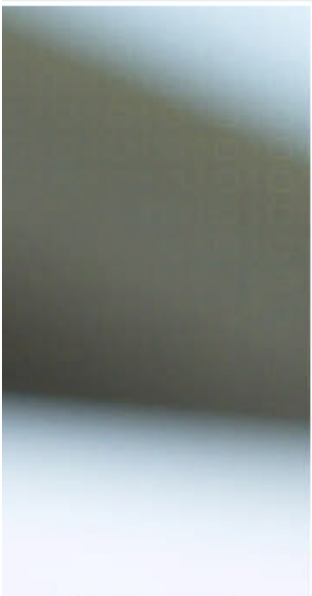


## Salesperson Joe: Continued



- He diligently takes the time to explain the estimate and tailors his sales techniques to match the shippers personality (DISC) type
- Joe **asks for the sale** at this juncture
- The customer is not willing to commit yet, but Joe makes sure that he has an actionable next step; which is to follow-up with the customer on Tuesday at 10am
- Joe thanks the customer, walks out to his car, and sends the customer a "Follow-up" email from a template with the quotation and cube sheet included
- On his way to his next appointment, the reminder system on his Tablet PC informs Joe that he has to make three follow-up calls
- Joe also gets an inbound lead into his email from Moving.com and, immediately calls to schedule an appointment
- Joe goes home after a full day of appointments and synchronizes his completed estimates and new appointments with the main office system







## Why is Joe Successful?



### **Joe is successful because....**

- He has made a personal connection
- He has established a sense of trust
- He is able to read his prospect and tailor his sales approach accordingly
- He has been able to use imagery to convey his selling proposition
- He always asks for the sale
- He always has an actionable next step
- He has demonstrated that his company is going to live up to their commitments

## Enhancing the Presentation

SHIPPER: Cheryl Gardner

Primary Data      Survey      Rating Data      Inventory

+ Road

Master Bedroom Articles				
Qty	Article	Comment	Mod	ft³
1	Bureau			20
1	Dresser, Vanity			20
2	Tal			5
1	Che			12
1	Che			12
1	Dre			40
1	Fut			25
2	We			40
4	Car			3

Room List	
<input checked="" type="checkbox"/>	Living Room
<input type="checkbox"/>	Dining Room
<input type="checkbox"/>	Family Room
<input checked="" type="checkbox"/>	Entryway
<input type="checkbox"/>	Office/Study
<input type="checkbox"/>	Den/Library
<input type="checkbox"/>	Hallway
<input checked="" type="checkbox"/>	Master Bedroom
<input type="checkbox"/>	2nd Bedroom
<input type="checkbox"/>	Balcony
<input type="checkbox"/>	Nursery
<input type="checkbox"/>	Bathroom
<input type="checkbox"/>	Laundry Room
<input type="checkbox"/>	Play Room
<input type="checkbox"/>	Attic
<input type="checkbox"/>	Basement
<input type="checkbox"/>	Garage
<input type="checkbox"/>	Guest Room/Hc
<input type="checkbox"/>	Porch
<input type="checkbox"/>	Garden
<input type="checkbox"/>	Shed
<input type="checkbox"/>	Comment

Carrier Packed	
Article	ft³
Carton, 1.5	2
Carton, Book	6
Carton, 3.0	3
Carton, 4.5	5
Carton, 6.0	6
Carton, 6.5	6
Dishpack	10
Ctn,G/Father Cl	0
Gun/Ski Carton	3
Lamp Shade C	3
Mirror Carton	2
Flat Wardrobe	4
Wardrobe Cart	10
Wardrobe Ctn,	15
Mattress Crib	0
Mattress Single	0
Mattress Doub	0

Bedroom Inv List	
Article	ft³
Bed Bunk 2bd/	70
Bed Footboarc	5
Bed Frame	3
Bed Headboai	10
Bed, Double	60
Bed, King	70
Bed, Queen	65
Bed, Roll-a-wa	20
Bed, Single	40
Box Spring	20
Bureau	20
Chair, Boudoir	10
Chest	12
Chest of Drawe	12
Chest Armoire	30
Dresser	30
Dresser, Doub	40
Dresser, Triple	50
Dresser, Vanity	20
Futon	25
Mattress	20
Mattress, Singl	12
Table, Bedside	5
Valet	4
Wardrobe	40
Water bed part	10

Packed by Owner	
Article	ft³
Mirror Ctn. PBC	2
Wardrobe Pf	10
Dishpack PE	10
carton 1.5	2
Carton,Books F	6
Carton, 3.0 PB	3
Carton, 4.5 PB	4
Carton, 6.0 PB	6
TriWall	7
blue	0

Full Inventory List	
Article	ft³
3rd Party Svc.	0
Aerial/Dish	5
Air Conditioner	15
Aquarium	20
Art Work	4
Automobile	0
Automobile	400
Baby Bath	3
Baby Carriage	4
Bags	4
Baker's Rack	20
Bar Stool	5
Bar, Portable	18
Barbecue	10
Basket	5
Bassinet	5
Bathroom Item:	2
Bean Bag	6
Beauty Aids	2
Bed Bunk 2bd/	70
Bed Footboarc	5
Bed Frame	3
Bed Headboai	10
Bed, Child's	30
Bed, Double	60
Bed, King	70
Bed, Queen	65
Bed, Roll-a-wa	20
Bed, Single	40
Bedding	6
Bench	5
Bicycle	5

Qty	Arti	Mod	ft3
5	Car		6
1	Car		6
1	Car		5
1	Car		6

Items	Ctns	ft³	lb/ft³	lbs
Road	53	19	649	4543
Total	53	19	649	4543

Windows Media Player

Now Playing: Library Rip Burn Syn

## Investing in Technology

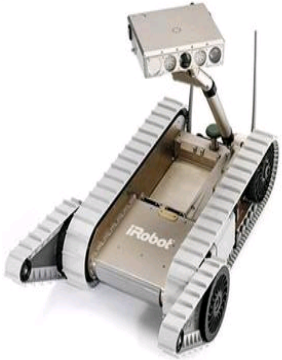


### **One shoe does not fit all....**

- Map the current process
- Map the future process
- Figure out where your inefficiencies are
- Don't wait until you have a perfect, all-encompassing solution (it does not exist)
- Invest first in areas where you will realize your best return



# The Future



- ***Better communication between all points in the relocation process***
- ***Increased prevalence of web-based leads and applications***
- ***Elimination of redundant data entry***
- ***Automation of drivers (FedEx/UPS)***
- ***Industry standards?***
- ***More online job boards***

