



THE
AGE
OF **MORE**

MOVING IS NOT A COMMODITY

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CHEAPEST PRICE...AT WHAT COST?

- Many consumers use the Internet to buy Moving Services
 - Perception – If its online it must be true...
 - Believes the vast promises made by the Rogue Movers...Thus too often selects the "Cheapest Price"
- Rogue Movers – Here one day...gone the next – usually resurfaces as a new company
 - Often operates with "No" official business registration – MTO – WSIB – Insurance – HST Number
- Often swindling Consumers – not living up to contract obligations
- Harms industry reputation – overwhelming Consumer Complaints – no accountability for customer satisfaction



BRANDING – A Long Term Sustainable Solution:

- We all take great pride in our “Brand” - van lines - coop networks - affiliations
 - Important to us for marketing – the COD Consumer is drawn to brand recognition
 - Consumers are very knowledgeable
 - With “Branding” comes Consumer Loyalty
 - Branding is also important and strategic in the Corporate market place
- We all have significant investment in our Brand and infrastructure:
- By en large...Our sales processes revolve around our “Brand”, Reputation (we are the best), track record, van line affiliation, claims statistics etc.
- CAM is increasingly becoming a market recognized “Brand” signifying credibility for the members who belong



THE AMJ CAMPBELL - ATLAS SOLUTION:

- WE have spent decades to develop the AMJ Campbell Brand to what it represents today
- Both AMJ Campbell and Atlas Van Lines Brands represent the highest level of quality and business ethics, similar to many of our respected CAM affiliated competitors
- AMJ Campbell's Differentiation:
 - National Quality Council – Monitors and regulates all AMJ Branches
 - National Ethics Committee – Oversees Branch concerns & ensures fairness in business practices
 - Partnerships – COC, Canadian Soccer, Canadian Curling, CAA, Aeroplan, CAM etc.
 - Grassroots Marketing – “Official Mover” of many teams (schools, universities, colleges), associations & organizations across Canada
 - Philanthropy – Davis Foster Foundation – Special Olympics – Ride to Conquer Cancer – Easter Seals – Royal LePage Shelter Foundation and more
 - Marketing – Promote the AMJ Campbell & Atlas Brand vigorously across Canada



REALITY:



- The consumer mentality is... "What is in it for me" ...Show me the money so to speak
- Challenge – In today's market space how should we then sell to the COD Consumer?
 - How do we clearly demonstrate our value vs. Rogue Mover regardless of price
- Challenge your Sales People....Promote your "Brand" and what differentiates your company...be thorough and transparent
 - The Sales People would then clearly demonstrate true value and concrete benefits in moving with you vs. the Rogue Mover
- I leave that thought with you to explore the true value and benefits of your companies...



THANK YOU



Google An... Canadian... easel.ly | c... United... rel

United Van Lines  

HOME BEGIN QUOTE TESTIMONIALS FAQs

1 ADD / REMOVE ROOMS **2** ADD / REMOVE ROOM ITEMS

2


Add items to each room. If you are not able to find an item in a room use the icon with the question mark to add an unlisted item, or search other items that we may already have in the database.

Note: You may also see inventory you have added to the selected room by clicking on the "VIEW

Add Room Items

Please select items for this room by clicking on the ic

* Do not include any items that will be packed in a box

Hover over  to see item moving tips

BACK **NE**

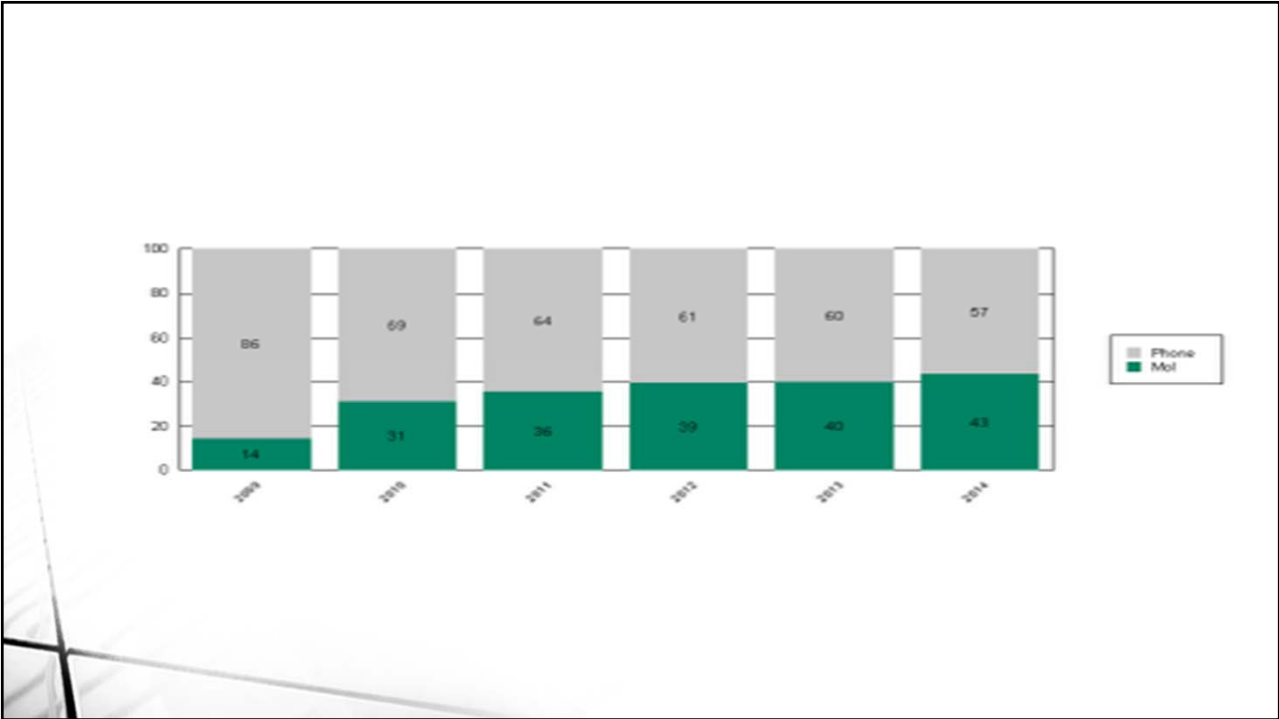
Add Rooms
- Add Room -

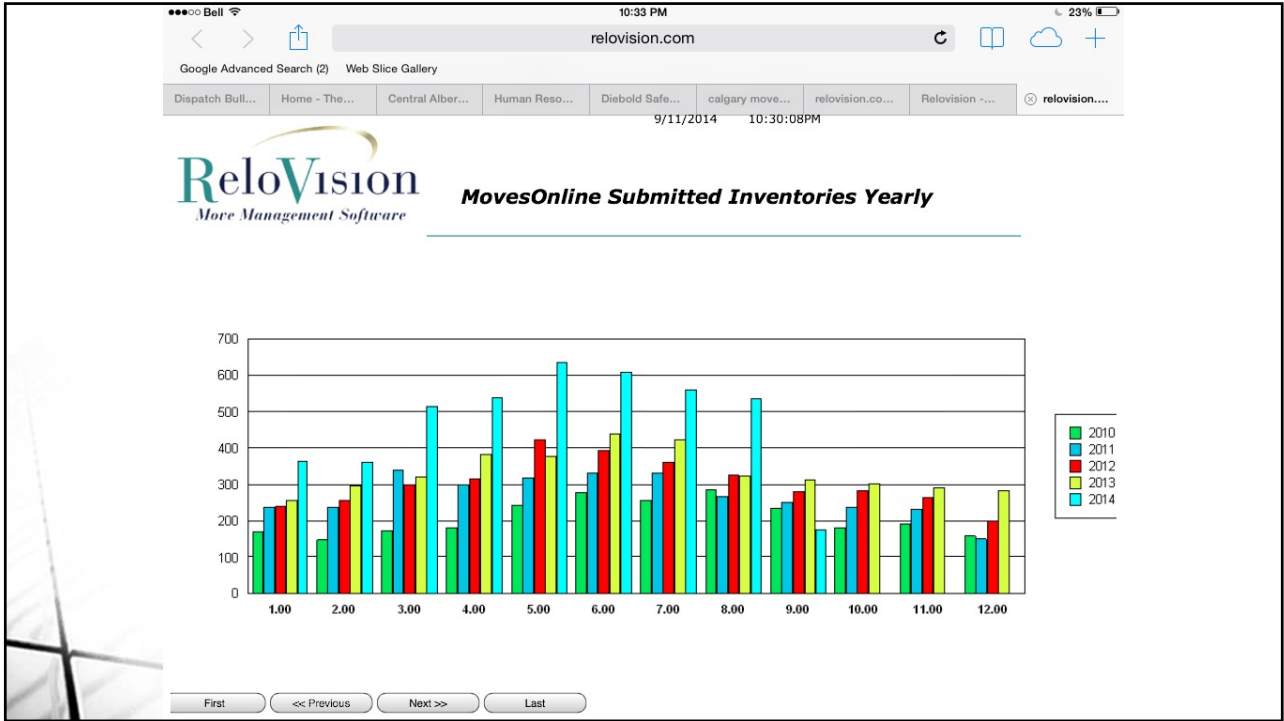
CHOOSE ROOM ITEMS VIEW SELECTED ITEMS

YOUR ROOMS

- ✓ Kitchen
- Living Room
- Bathroom
- Bathroom 2
- Dining Room
- Family Room
- Den
- Master Bedroom
- Bedroom 2
- Bedroom 3
- Bedroom 4
- Storage Room
- Laundry Room
- Garage
- Office
- Deck
- Nursery
- Basement
- Outside
- Hallway
- Shed
- Exercise Room

Click to Find Unlisted Items?	ATV <400 CC	ATV >400 CC	Basketball Hoop	Bench
Birdbath	Boat - Fibreglass < 12 Feet	Boxes	Canoe	Dog
Dog House	Garden Hose	Garden Hose - w Caddy	Gazebo - Screened (L)	Gazebo - Screened (S)





Branding: Taylor Moving and Storage

We all know moving is not a commodity, it's a service. If we are to offer real differences to our potential customers, the only way is through our brand.



"Customers do not compare your service to only your competition, they compare it to all the other goods and services they buy"



Defining Our Brand:

In the mid 1990's, we determined that we needed to become more than a general mover, all things to all people.



Our vision statement:

"A quality household goods move, at a reasonable price to both the C.O.D. and corporate customer."

Defining Our Brand:

Once the vision statement was determined, it meant hard choices:

We closed down our office moving division.



We set plans to consolidate our two offices into a larger location, serving the key demographics we thought would buy our service.

Re-branded all of our trucks, logos, etc. to our new, premium colors.



Defining Our Brand:

Implemented an in house information technology system, all of our move files, storage lots, dispatch book, etc. are electronically accessible.



Set out a commitment to service the corporate marketplace with a sizeable head count in both our domestic and international divisions.

The cost for this was **enormous!**

The Hardest Part of Our Vision Statement is Quality!

Every potential employee, from helper to salesperson, must have a second interview with one of the owners and complete a personality predictor and be criminal record checked.



All employees are granted uniforms and must be in them daily.

Employees must be trained! We have an in house trainer who does not only classroom training, but on the job packing, loading, etc. training with our new hires.



The Hardest Part of Our Vision Statement is Quality!

If you pay peanuts, you will get monkeys! We pride ourselves on paying some of the highest wages in the industry.



Movers first, drivers second. Once we determine a helper has the skill to be a van foreman, we pay to get them their A2 license.

Keep a close watch on your claims percentages. Through our IT systems, we can track our claims very closely and constantly rate ourselves over time. If we don't improve in a year, it is regarded as failure.



The Hardest Part of Our Vision Statement is Quality!



Communicate with your people. We hold monthly meetings with all of our operations staff and management meetings bi-weekly to chart our human resources, quality and direction.

At the end of the day, quality is no more than our people!



What is a Reasonable Cost?



We have determined what our cost base is and what we need to change to provide service. We will never go below this level no matter who the client is!

If a client wants something done below a reasonable cost...



...find a new client

Clients may want you to "match" another mover. I always ask, "Should I also match their service?"



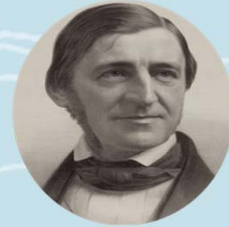
What is a Reasonable Cost?

Some clients want you to do things you know are going to lead to poor quality service; for example, doing a move that should be done in two days in one day. Again, walk away.



A reasonable cost is in line with the cost quoted. I check every completed order against estimate to make sure we are not underestimating moves.

“Long after the sweet taste of low price has faded, the sour taste of poor quality remains.”- Emerson



Wrap it All Up in Your Website

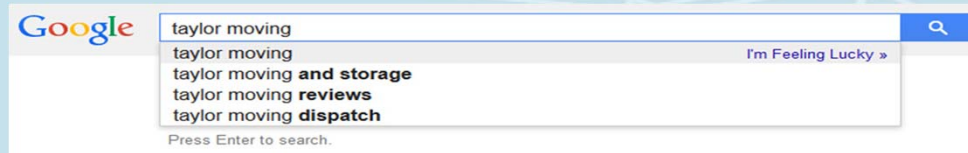
Your website is probably the most effective marketing tool. It should reflect how you choose to brand yourself.



We meet monthly to track, discuss and change. It should always be a work in progress.

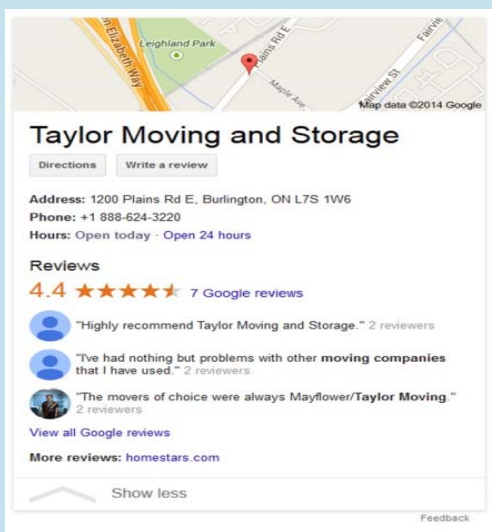
Wrap it All Up in Your Website

Never deviate from your brand in your site. When we first were interviewing suppliers, they all wanted to include key terms like “discounts”, “free”, “cheap”, “specials” etc. to drive traffic. I refused as this was not part of our vision statement. I wanted people googling Taylor, not movers.



Out of our average of 1,000 visits each month, 70% are googling terms related to us; “Taylor Moving”, “Taylor Movers”, etc.

Branding: Taylor Moving and Storage



In short, our best customers are always past customers or referred customers. Our vision statement/brand is designed around them.

