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A tall, narrow tower of white paper figures standing on their hands, symbolizing teamwork and partnership. The background is a blue gradient.

# **Better Partnerships For Better Business**

**Ottawa, Ontario**



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# Marketing to Today's Customers

A Panel Discussion

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Moderator:

Doug Kellough, Pres. Salmons Transfer

Panel:

Phil Murphy, VP Canada Allied VL

Larry Mitchell, Dir Accounts UVL

Fred Haladay, SVP & CCO Atlas





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# Brand Strategy

Phil Murphy

Vice President, Canada

Allied Van Lines

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## What Is a Brand?

- A brand acts as an influence of choice. By pressing the emotional buttons that appeal to our customers, the strong, recognizable brand will act as a 'short cut' in their decision making.
- Your brand is more than your logo, name or slogan — it's the entire experience your prospects and customers have with your company, product or service.

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## Brand Strategy

- Your brand strategy defines what you stand for
- Does Your Company Follow a Defined Strategy?
  - Strong, Average or Poor?

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## Steps to Creating a Brand

- Profile your market
- Segment your market
- Know Your Purpose
- Maintain Consistency
- Create Emotion
- Have Flexibility
- Involve Your Employees
- Recognize Loyalty
- Understand the Competition

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# Brand Equity



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“A brand for a company is like a reputation for a person, you earn reputation by trying to do hard things well”.

- Jeff Bezos, Founder of Amazon.com

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# Account Overview

Larry Mitchell

Dir. Corporate Accounts & Government  
Services

United Van Lines

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# **Larry Mitchell** MBA CCLP

Director, Corporate Accounts &  
Federal Government Services  
United Van Lines (Canada) Ltd. / Mayflower

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## Account Client

An organization that acts on behalf of an individual to propose, procure, compensate, and or manage all or a part of the relocation process.

- Relocation Management Company (RMC)
- Traditional Employer (Direct)

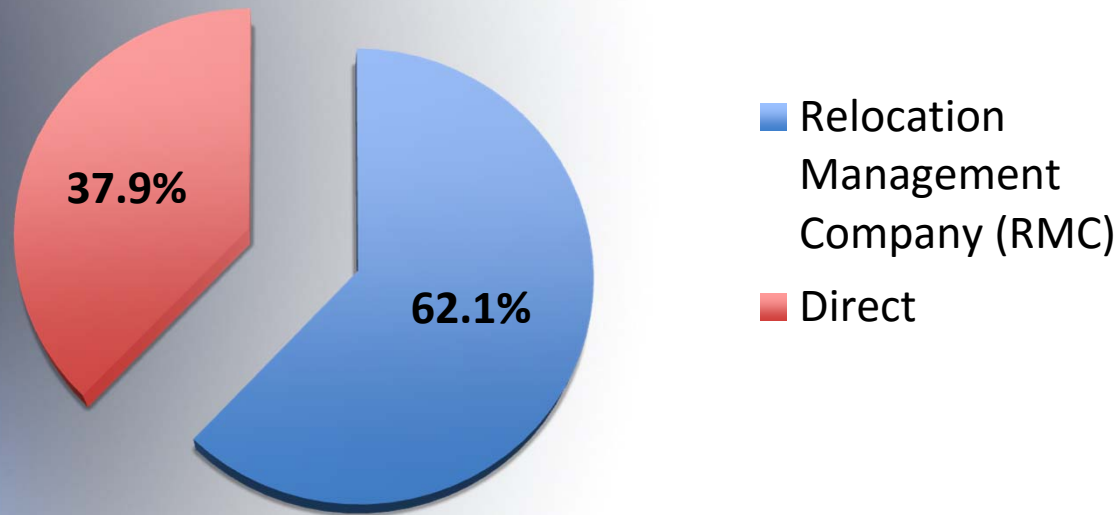
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## 2015 Account Relationships



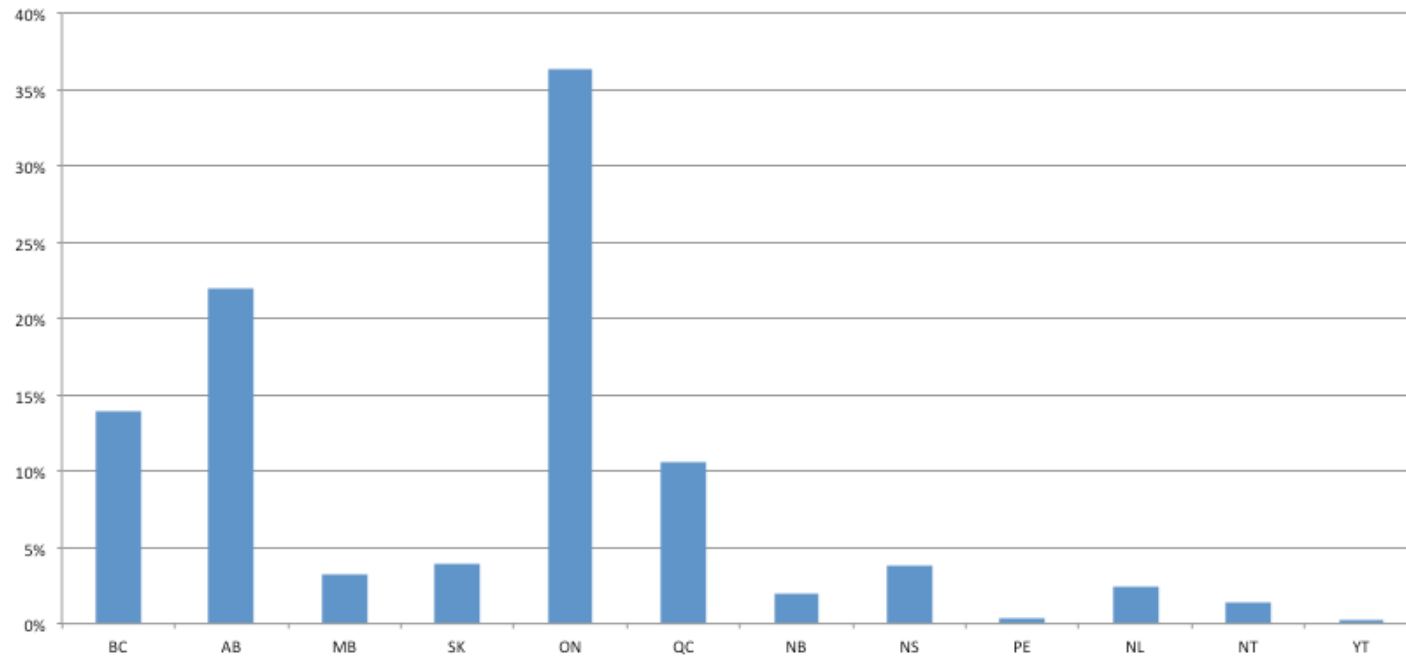
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### 2015 Organization Distribution by Province / Territory (shipments)



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### RMC Characteristics

- Use multiple suppliers;
- Often provide tariffs for pricing;
- Shift business based on quality amongst suppliers;
- Higher administration costs;
- Move Management requirements;
- Seeking Self Haul Commitments;
- Complex Referral Fees;
- Rule laden.

### RMC Tactics

- Network for connections, build relationships;
- Be available and responsive;
- Focus on quality of service and shipper satisfaction;
- Ensure capable administrative staff exist;
- Ensure capable move managers exist to service the moves;
- Clarify referral fee payment, rules.

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### Direct Characteristics

- Tend to be low or very high volume (most mid sized accounts use RMCs);
- Varying degrees of industry and pricing knowledge;
- May use informal agreements or contracts;
- Procurement team may negotiate for the organization – shifting priorities;
- Highly relational;
- May favour simplification over traditional pricing models.

### Direct Tactics

- Foster relationships (consider possible migration to RMC);
- Be available and responsive;
- Build services to custom fit client;
- Become familiar with procurement tools (RFI, RFQ, RFP)
- Simplify pricing and payment options where ever possible;
- Plan for 60-90 day receivables.

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# Private Client Overview

Fred Haladay  
SVP & CCO  
Atlas Canada

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## Where are they?

- 85% of Consumers use the internet to find local businesses
- 78% of local-mobile searches end in off-line purchases
- No. 1 Position in Google gets you 33% of search traffic

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# Prospect Perspective

- Moving as a Commodity?
  - An Undistinguished Service
  - Common, Unexceptional, Unremarkable
- How are you differentiating yourself
  - Why are you not like the others? What is your story? Are you on page 1?

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## Value Proposition - Story

- You need to tell a good story:
  - Why you – what makes you great
- You need this story to engage:
  - your customers
  - target clients
  - social media drivers (general on-line public)

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# Story Structure

- What do you want to be?
  - Local, long-distance, storage, deliveries
- Who do you want to sell to?
  - Corporate or Private Client
  - Specific Ethnic or Demographic Group
  - Specific Home type – Condo specialist?

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## Story Structure

Most important!

***Who is your customer and what are they saying?***

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# Finally

- Get a great (not good) Social Media company
  - To help you build your story and add proper links
- Make sure the story is told by others
  - Confirmed by clients in their recommendations
- Constantly review web analytics

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