

20+ Sales Plays Moving  
Companies Can Steal



The background features a silhouette of a person wearing a cap and carrying several boxes. Blue curved arrows point upwards from the boxes, symbolizing growth and success. The overall theme is professional and forward-thinking.

# THE MODERN SALES PLAYBOOK

FOR MOVING COMPANIES

# Introduction

03

SECTION 1

## Get More Leads

04

SECTION 2

## Convert Leads into Jobs

16

SECTION 3

## Generate More Revenue

24

# Conclusion

30

## Introduction

Every moving company needs a sales playbook. But the truth is, most don't have a formalized process that becomes your go-to document at the company. We often rely on the owner's experience or sales manager's coaching to get the job done.

But imagine if you do. Consistent talk tracks on every sales call, knowing what works (or doesn't work) with customers, knowing how to beat your competitors every time. It makes training easy, and cloning your best sales person even easier.

From objection handling to increasing upsells, this Modern Sales Playbook (including 3 sections) brings you the best-of-the-best sales tactics that have worked for the top-performing sales executives.

## Define Your Sales Philosophy

Before we dive into the playbook, it's important to define who you are. What is your sales philosophy that gets translated on every customer interaction and call?

Here are three common themes we saw when speaking to top sales pros in moving:

### Make Every Interaction Personal

We received an overwhelming response that personal interactions are highly valued by customers. Respondents noted that treating customers with respect and engaging on a personal level not only enhances customer satisfaction but also builds loyalty and trust. This approach differentiates your service in a market where customers often feel like just another number.

### Emphasize Your Unique Value

Instead of focusing solely on competitive pricing, highlight the unique benefits of your services, such as specialized care in packing, 5-star service, or timely deliveries. By communicating these unique selling propositions clearly, businesses can shift the conversation from cost to value, greatly influencing customer decision-making.

### Keep it Simple

The key to predictable revenue is implementing a structured sales process, and that has been clear in our conversations with moving sales pros and other industries as well. Companies that employ a formal playbook or guide report clearer communication and more consistent sales outcomes. Regular training sessions further equip sales teams with the necessary skills and knowledge to perform optimally.



SECTION

01

## Get More Leads

Having more leads to work lets you choose the moves you want to book. It also gives you enough volume to hit your sales targets.

This section breaks down the top recommended channels driving leads for most moving and service businesses today.



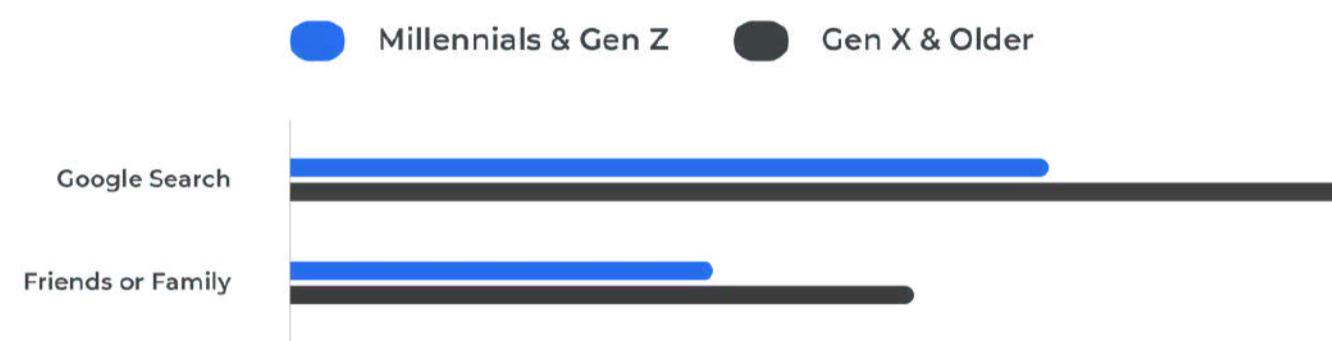
# 1. Organic Search



Google Search was the **#1 place Americans look for moving companies**, as per the [Moving Experience Report, '24 – '25](#)

## Where do you go to find a moving company?

Here's where different generations searched



This is the primary place where most searches happen today. The goal here is to show up when someone searches for you or your services.

## ▶ How to get started:

- Open a Google My Business page for your company. Ensure you have reviews, photos, and regular updates. It gives your customers all the relevant information at a glance, and users can contact you directly.
- Now repeat this for other channels like Facebook Business Page and Yelp Business Page. Show up in as many channels as you can so Google will give you multiple listings.
- Optimize your website for local search. When someone searches for a moving company in your city, do you show up? If not, you are losing leads to your local competitors.

**Example:** Moving company in Austin



## How to expand and scale:

- Work on optimizing your Google My Business Page for SEO. This is technical, so here is a [helpful guide](#) to get you started.
- Build landing pages on your website that are made to drive organic search traffic to your website. Make a page for all the regions you support and all the services you offer.

**Example:** Packing services in Austin, Junk removal services in Austin, Best moving company in Austin



## 2. Review Pages

When customers are ready to hire a moving company, they often search for listings on popular review pages. This is where you need to show up and also consider how you are showing up. A great review score, high volume of reviews, and an engaged reviews page is important.

### ▶ How to get started:

- Do an audit of the existing reviews you have on all the different channels:
  - Google My Business Page
  - Facebook Business Page
  - Yelp Business Page
  - Moving.com Listing
  - MoveBuddha Listing
- Make sure you reply to negative reviews and address their concerns. Future customers want to know that you care. Lead with empathy in your responses:

**Example:** "Hi Name, we're sorry to hear about your experience. We strive to provide the best service possible, and it sounds like we fell short in your case. Please reach out to us directly at [info@movingcompany.com](mailto:info@movingcompany.com) so we can address your concerns and make it right."

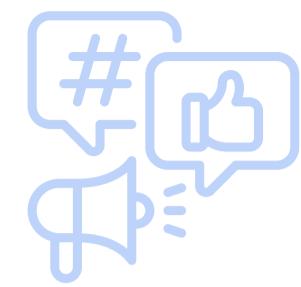
- After completing a move, even while your movers are still there, ask your happy customers for a review on any of these pages. Target pages that have low reviews or can use a lift in more positive reviews.

### ⬆️ How to expand and scale:

- Use [automation](#) tools to ask for reviews and set automated reminders. You can follow up via email and text messages. Include links to all your review pages, and make sure it's just one click away to submit the review. You can even incentivize customers with a discount on other services, or a small gift card.
- Assign someone in your office, ideally a top-performer, to manage reviews, responses and incentivize them to keep the numbers up.



### 3. Social Media

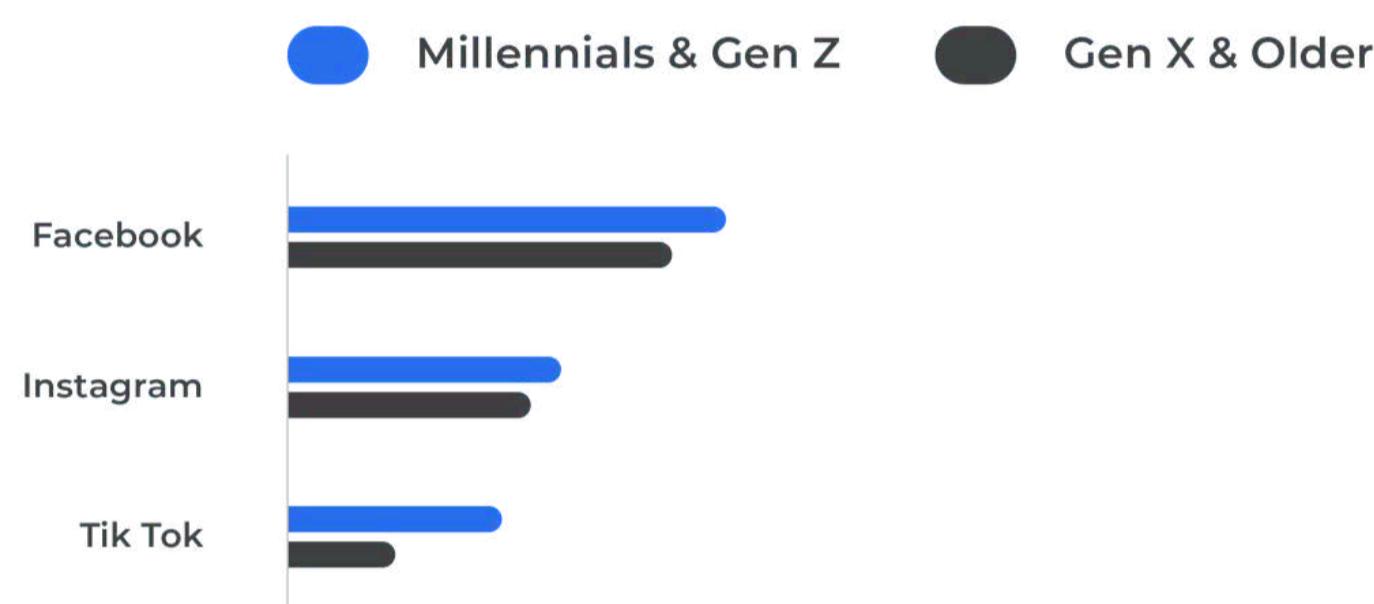


You're already on social media, and so are your customers.

We surveyed 300+ Americans planning to move in the next two years or have moved in the past, and 25% said they would go to Facebook to find a moving company. Optimize your social media pages to be easily found in social searches.

#### Where do you go to find a moving company?

Here's where different generations searched



#### How to get started:

- Set up your pages. Facebook and Instagram are a must. Update your bios with the latest information, email, and contact us buttons. Include photographs and videos about your services, moving tips, behind-the-scenes action from your crews, and happy customers.
- Make calling or contacting you easy on your social pages. Have your phone number, link to inquiry forms, and monitor your direct messages (DMs).



#### How to expand and scale:

- Hire an in-house marketer or part-time contractor, or even offer your staff to take interesting content for additional bonuses. The key to growing a social media page is consistently posting valuable and engaging content.

[Get some inspiration from these moving companies](#) who are crushing it on social media to drive leads.





## 4. Realtors

The best place to find quality leads is to get in front of them before they are ready to hire a moving company: when a property is ready to be sold, leased, or bought.

That's why realtors are quality lead drivers and a common lead source among moving companies.



### How to get started:

- Build a relationship with local realtors. Let them know the services you are providing and the areas you are covering. Try and understand how you can help them in return.
- Offer them a referral incentive to send you clients.
- Leave them with marketing materials and merchandise to provide their clients after successfully closing and leasing on properties.
- Attend their events and nurture the relationship.



### How to expand and scale:

- Join your local realtor's association so you can grow your network.
- In partnership with your realtor partners, attend local business association events to network. Keep your materials, merchandise, and cards ready to distribute.
- Attend and sponsor events hosted by your realtors.
- Consider paying a flat commission for booked moves.



## 5. Local Partners



Tap into established networks and gain credibility within your community, especially among your target demographic.

Seek out local businesses, real estate agencies, and associations who also sell to the same type of customer you do and consider bundling packages/services.



### How to get started:

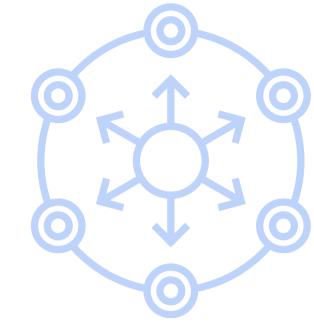
- **Identify Potential Partners:** Look for local businesses and organizations that complement your services. Common partners are:
  - Real Estate Agencies
  - Property Managers
  - Storage Facilities
  - Retirement Homes
  - Auction Companies
  - Apartment Managers
  - Cleaning Services
  - Home Improvement Stores
  - Interior Designers
  - Local Chamber of Commerce
- **Reach Out:** Start with one. Contact a few of these organizations and propose mutually beneficial partnerships. This could include referral agreements, bundled services, co-branded events, or exclusive discounts for their clients. Select one and launch the partnership to see how it works, before you scale.
- **Joint Marketing Efforts:** Collaborate on marketing efforts such as joint social media campaigns, shared blog posts, or co-hosted community events. This helps you reach a broader audience and build trust within the community.



### How to expand and scale:

- **Formalize Partnerships:** Create formal agreements outlining the terms of your partnerships, including referral fees, marketing commitments, and mutual goals.
- **Repeat the Partnership Proposal:** Send out more proposals to other potential partners and repeat the process you've already built with one.
- **Monitor Performance:** Track the performance of your partnerships to understand which are most effective. How much more incremental revenue does each partner bring you?





## 6. Diversify Your Move Types

Expanding the type of moves you can offer increases your market reach. It can be a competitive advantage because you can service multiple types of customers, and that will bring you more leads online and through word-of-mouth.

Common move types you can service:

- Residential
- Commercial
- Local
- Long-distance
- International
- Specialty moving
- Auto transportation



### How to get started:

- **Customer Gaps:** Look for move types you do not offer today but are often requested by customer .
- **Evaluate Competitors:** See what others do not offer and close that gap.
- **Check Your Tools and Team:** Make sure you have the right equipment and people to service that move type.
- **Start Small:** Add one or two new move types first and grow from there.
- **Train Your Team:** Teach your staff to handle different types of moves.
- **Update Your Website and Online Pages:** Make sure your website, Google My Business, Yelp, Facebook and other online pages reflect your new services. Go one step further and create a separate page on your website for every new move type you offer and categorize it under Services on your menu. Make sure they are SEO optimized so you are discovered for these services online.



### How to expand and scale:

- **Upgrade Your Systems:** Get centralized moving software to manage multiple move types. This way you can easily manage every job and track performance.
- **Move into New Areas:** Start offering services in places where people need them. It's easier to begin in your extended regions of where you operate today.





## 7. Offer More Services

Many customers seek comprehensive solutions for their moving needs, and providing additional services like storage, packing, furniture assembly, junk removal, and cleaning can make your company a one-stop shop. Expanding the range of services you offer can significantly enhance your revenue per move.



### How to get started:

- **Evaluate Demand:** Understand what services customers often ask for and review the services that your main competitors offer on their website.
- **Update Packages:** Create bundled service packages that include various combinations of moving-related services. Start with adding 1-2 new services that require the least equipment and investment so you can focus on making it a success.
- **Train Your Team:** Ensure your staff is trained and equipped to handle the new services you plan to offer.
- **Promote Your Services:** Update your website, Google My Business page, marketing materials and social media profiles to reflect the new services. Make sure you create a separate page on your website for each new service you add, and optimize it for search.



### How to expand and scale:

- **Add to Sales Process:** Encourage your sales team to upsell additional services to customers who are looking to move. For example, if a customer books a moving service, offer them packing or storage services at a discounted rate.
- **Automate Follow Up With Upsells:** Set up an automated email after a customer books a move with you. In this email, include a list of other services you offer that they can add to their booking. Even if your sales and office team miss mentioning it, you cover it in the email.
- **Form Partnerships:** Partner with local businesses that offer complementary services. For instance, team up with a cleaning company to offer joint packages or referral discounts.
- **Optimize Operations:** Streamline your operations to handle the increased scope of services efficiently. This might involve investing in new equipment and a comprehensive moving company software.
- **Monitor Performance:** Track the performance of each service in your moving software to understand which ones are most profitable and popular. Use this data to refine your service offerings and marketing strategies.





## 7. Referral Program

Referral programs turn happy customers into advocates who promote your services, bringing more trusted leads.

And your referrers are incentivized with rewards, discounts and other prizes. It's a win-win for any business.



### How to get started:

- **Start by Asking Customers:** Are you proactively asking your happy customers for referrals? Add it to your job closing process today. The easiest way is to automate a follow-up email from someone on your team through your moving software.
- **Build a Referral Program with Realtor Partners:** Offer your realtor partners a monetary incentive for referring customers to you.
- **Tell Your Customers:** Let customers know about the program through emails and social media.
- **Make Referring Easy:** Provide a simple way to refer, like a link they can share.



### How to expand and scale:

- **Add a Rewards System:** Choose what the referrer and their friend will get, like discounts or cash.
- **Track Referrals:** Set up a system to keep track of referrals and ensure rewards are given.
- **Review Results:** Check how your referral program is doing and see what's working best. Make changes based on what you're learning.



## 8. Paid Search



Paid search advertising is a powerful way to get immediate visibility on search engines like Google and Bing for customers who are actively searching for moving company services.

Leveraging paid search can help ensure your company appears at the top of these search results, even if you don't show up organically.

### ▶ How to get started:

- **Set up Google Ads:** Create a Google Ads account and start by setting up a campaign targeting keywords related to your moving services. Keywords should focus on what accurately represents your services, in the region you serve. Examples are "moving companies near me," "residential movers," and "long-distance moving services in Boston."
- **Define Your Budget and Bidding Strategy:** Determine your daily or monthly budget and decide on a bidding strategy. You can choose between manual bidding or automated bidding options based on your goals.
- **Create Compelling Ads:** Write ad copy that is clear, concise, and compelling. Highlight key services, offers, and a strong call to action.
- **Landing Pages:** Ensure your ads link to well-designed pages on your website that provide all necessary information and encourage visitors to take action, like requesting a quote or calling your company.



### How to expand and scale:

- **Optimize Ad Performance:** Regularly review your ad performance and make adjustments to keywords, ad copy, and bids based on what's working. If you are generating more money than you are spending, you're on the right track.
- **Retargeting Campaigns:** Set up retargeting campaigns to reach users who have visited your website but did not convert. This keeps your company top of mind and encourages them to return.
- **Expand to Other Platforms:** Consider running paid ads on other platforms like Bing, Facebook, and Instagram to reach a wider audience in your region.





## 9. Moving Lead Providers

There are several sites that will either sell you leads for homes that have just listed, and/or offer direct mail services. Depending on what your needs are, there are lots of great moving lead providers out there.

[Here is a list of the top moving lead providers.](#)



### How to get started:

- **Create Listings:** Ensure your company is listed on all major moving listing websites. Fill out all information fields accurately, including your services, contact details, and areas served.
- **Encourage Reviews:** Ask satisfied, and especially repeat customers to leave positive reviews on these listing sites. Reviews are crucial for building credibility and attracting new customers.
- **Optimize Your Profile:** Use keywords relevant to your services and locations in your profile descriptions to improve search rankings within these platforms.



### How to expand and scale:

- **Maintain Active Listings:** Regularly update your listings with new photos, services, and customer testimonials to keep your profile current and appealing.
- **Leverage Premium Listings:** Consider investing in premium listings or featured placements on these websites to increase your visibility.
- **Analyze Traffic Sources:** Use the reporting tools in your moving software to understand which listing websites are driving the most traffic and leads to your business. Focus your efforts on the most effective platforms.



# 10. Direct Mail



People often open and read direct mail, appreciating the personal touch of something tangible. This approach helps build trust and can be precisely targeted to specific neighborhoods and price-point homes. Personalized messages enhance effectiveness, making direct mail a versatile and easy-to-use strategy to generate leads.



## How to get started:

- **Create a Mailing List:** Start by compiling a list of potential customers in your target areas. You can purchase mailing lists based on demographics, income levels, and home values to ensure you're reaching the right audience.
- **Compelling Offer:** Include clear, concise messaging about your services, with a very special offer and a strong call to action. They need a reason to act soon and contact you if they are planning to move.
- **Set a Budget:** Determine your budget for the direct mail campaign. Consider costs for design, printing, and postage. Balancing cost with the potential return on investment is crucial.
- **Track Responses:** Use QR codes in your mailers to track responses and measure the campaign's effectiveness. This data can help you refine future campaigns.



## How to expand and scale:

- **Segment Your Audience:** Further segment your mailing list to target specific groups with tailored messages. For example, first-time homebuyers may respond to different offers than those downsizing.
- **Regular Campaigns:** Plan regular direct mail campaigns every season to stay top-of-mind with potential customers. Consistent contact can build familiarity and trust over time.
- **Combine with Digital Marketing:** Integrate your direct mail efforts with digital marketing strategies. Follow up with email campaigns or social media ads to reinforce your message and reach recipients on multiple platforms.
- **Test and Optimize:** Continuously test different elements of your mailers, such as design, messaging, and offers. Use the results to optimize future campaigns for better performance.



SECTION

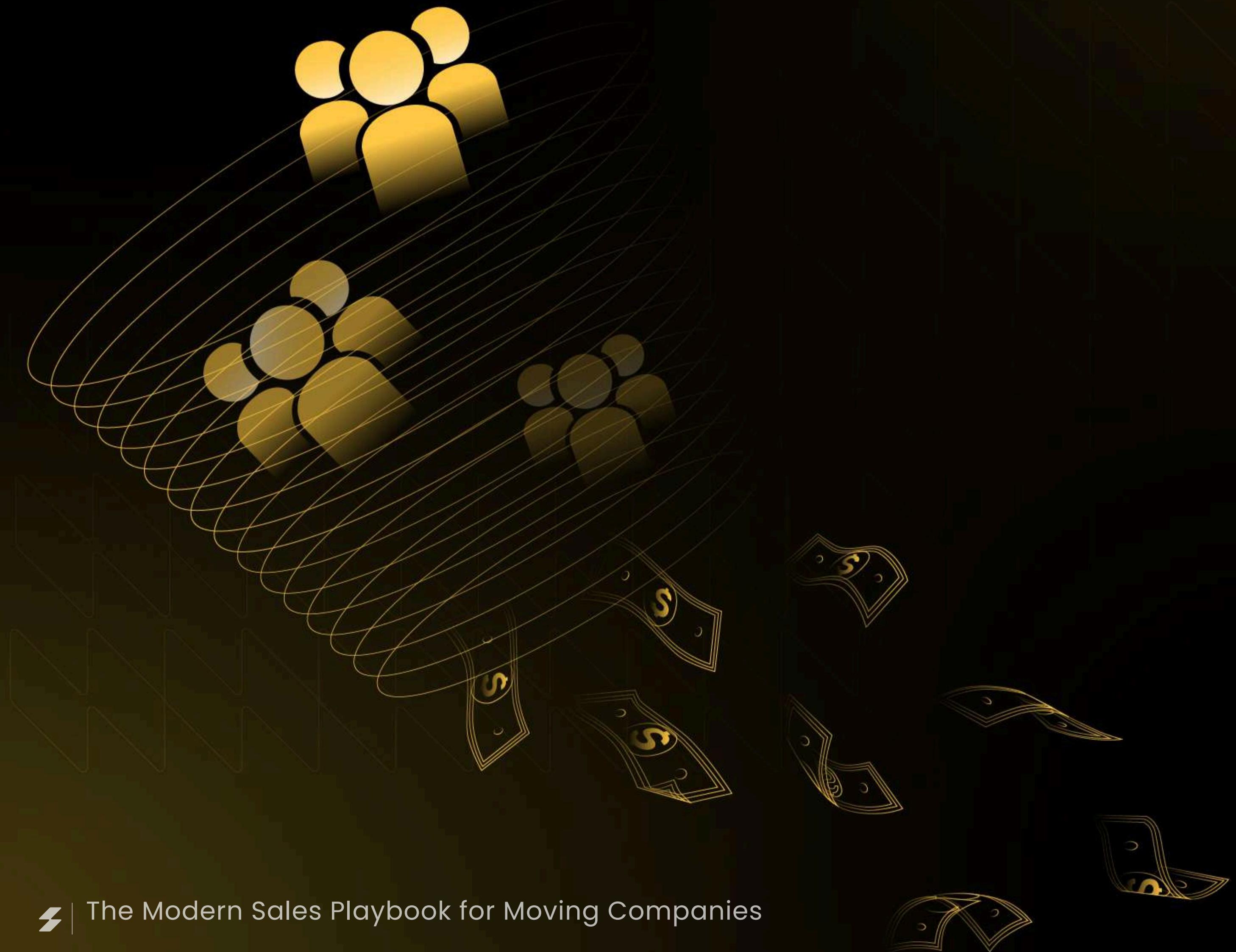
# 02

## Convert Leads into Jobs

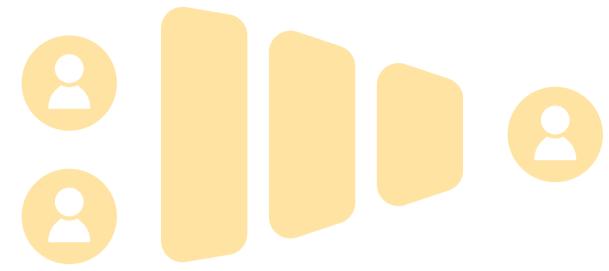
Every call can make or break a booking.

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By following a solid sales process, you'll consistently give your best shot. This section focuses on turning leads into moves and boosting your revenue per job.



# 1. Choose the Right Leads



You are occupied all day, especially during busy seasons. Before focusing on lead conversion, it's important to understand that choosing the right leads to focus on is critical.

You need to optimize your time and your profit margins.



## How to get started:

- Understand who your ICP (ideal customer profile) is and train your office team on this customer. What makes a customer great vs what makes them bad for business?
- Say no to business that isn't good for you.
- Always prioritize the most recent leads.



## How to expand and scale:

- **Build partnerships with moving companies that offer services you don't**, or accept customers you will not. You can build a referral business by giving each other business you cannot take on and receive a percentage (%) of the revenue.
- **Build partnerships with sister companies** like handymen, cleaners, painters, and home inspectors. They could help not just refer clients to you but also help you service your customers too. But first, you must have first-hand experience on how great they do because it's your reputation on the line.



## 2. Be the Fastest to Respond



Choose the right leads and respond quickly.

55% of Americans expect a response to their initial inquiry within a few hours, while the majority expect it within an hour. ([The Moving Experience Report, '24-'25](#))

**The universal golden standard in sales is:** within 5 minutes (within business hours).

Customers tend to go with the company that they connect with first.



### How to get started:

- Check your current response time. Track when a lead comes in and when you reach out. That's your starting point to measure improvement.
- Make gradual changes to reduce the response time, like set up an alert for every customer inquiry across all your channels like email, text messages or desktop notifications.

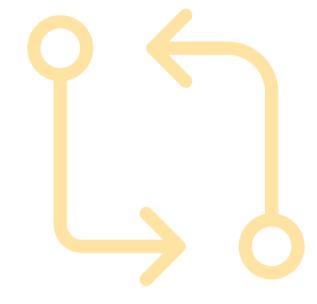


### How to expand and scale:

- Set up an automated email or SMS to tell the customer you've received their inquiry. Include links to any resources on moving, awards, testimonials that make you look good from the start.
- Then follow up with a call once you've reviewed their request.

**Here are more automations you can set up to speed up the process.**





### 3. Follow-Up, Follow-Up, Follow-Up

Having a consistent follow-up strategy is extremely underrated in the moving industry. Most moving companies send out a quote, and that's where it ends. If you're not following up with your unresponsive leads, you automatically lose the job.

Depending on how far away their move date is, you are doing the customer a favor by ensuring they confirm the date and services with you so you can dispatch your best team.



#### How to get started:

- **Develop a Follow-Up Plan:** Create a structured follow-up plan that includes multiple touch points. *For example, follow up immediately after receiving a quote request, then a day after sending the quote, and again a few days later if there's no response.*
- **Craft Effective Messages:** Write personalized and engaging follow-up messages for each stage. Highlight the benefits of your services, address any potential concerns, and include a clear call to action.
- **Use Multiple Channels:** Strike a balance between email and SMS for your follow-up. Emails are great for detailed information, while SMS provides a quick and immediate touchpoint.
- **Track Your Leads:** Implement a system to track the status of each lead. Examples lead statuses are New, No Answer, Estimated, Quoted, Booked and Lost. Keeping detailed records ensures no lead falls through the cracks.



#### How to expand and scale:

- **Automate Follow-Up:** Use automation tools to handle follow-up. Set up automated workflows that send emails and SMS reminders at pre-defined intervals. This saves time and ensures consistency.
- **Personalize at Scale:** Even with automation, ensure your messages remain personalized. Use dynamic fields in your emails and SMS to address recipients by name and reference their specific requests like an antique curio cabinet or juggling pets.
- **Monitor and Adjust:** Regularly review the performance of your follow-up emails/text messages. Track open rates, response rates, and conversion rates to identify what's working and what needs improvement.
- **Train Your Team:** As you scale, train your sales and customer service teams to handle follow-up calls effectively. Personal interaction can significantly enhance the chances of conversion.

[Watch two moving sales pros share their best practices on a follow-up strategy.](#)



## 4. Record and Transcribe Every Call



Call notes are critical for our follow-up in order to win the job and deliver the best customer experience.

It's difficult to take the best notes while you're on the road or trying to focus on the conversation. Modern moving companies adopt tools to automatically record, transcribe and summarize every call instead.

Focus on the call, access notes on-the-go, and re-listen to important parts of the conversation without listening to the full call.



### How to get started:

- **Ask the customer for permission** to record their call so you don't miss any important details.
- **Adopt moving sales software** to record, transcribe and summarize. [Here is one for moving companies.](#)
- **Start listening to calls** that win vs calls that lose the job to figure out your sales playbook. This will help you track KPIs like talk time, certain keywords, following the playbook and asking for other services.



### How to expand and scale:

- **Set up a playbook** for your "gold standard" sales call. Use everything you learned in listening to the calls that win vs calls that lose.
- **Train every office employee** to follow that playbook. Use it to onboard and train new employees too.
- **Score every call** based on your gold standard to help with coaching.





## 5. Follow a Sales Script Method

While you are on a call with the customer, keep two things in mind:

- 1.Understand why they want to move and who they are
- 2.Keep your communication very simple

It's easy to put on the mover's hat and focus too much on logistics. But understanding your customer's "why" will actually help you be better at winning the job.

Remember the philosophy: *Make every interaction personal.* Building a strong relationship is the first step on every sales call.

Spell out every detail that comes along with moving with you. This helps you and the customer in two ways:

- There are no surprises mid-move
- You emphasize the small things that you will take care of



### How to get started:

- Build a simple checklist that acts like a sales script of what to cover on every first call.
- Use that script to train every employee answering the phone.



### How to expand and scale:

- Add this sales script and checklist into your moving software, so it can act like a live prompt while your sellers are on the call.
- Use AI in your moving software to identify what you missed on your sales script and include it in your follow-up email.
- Conduct randomized call listenings to ensure your moving company experience is consistent on every call.
- Use this data to inform coaching and team development.



## 6. Deliver the World's Best Pitch



You now have the details about the move: where, what, when, and most importantly, why. All of this influences how you pitch to the customer.

- 1 **Personalize the service based on their need:** Are they moving for a job? Are there delicate items or pets involved? What will they need? Understand what's important to them: money, time, dates, and etc.

*Suzie, we would love to help move your family to New York on Feb 1. It will be a bit chilly then, so we'll arrive earlier than 8 am to prepare for any snowfall. The good news is we are actually specialized in piano moving so your daughter is happy with how it shows up in your new home.*

- 2 **Offer your other services that are relevant to their move:** Now that you understand the customer's move, their stressors, and what excites them, offer other services that will help them across their entire move. It will make you stand out from the competition and be a major objection-handler when price comes up.

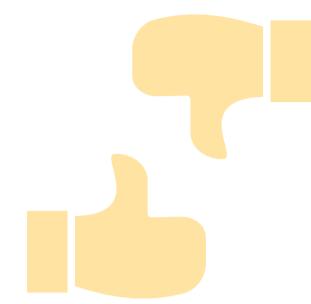
*We also offer storage services should you want that Suzie. Your closing date is on Feb 3, and we can keep your belongings for 2 nights instead of having to move it again from your sister's house. And because you've got a piano, most of my clients also ask for Valuation Coverage to give you extra peace of mind.*

- 3 **Summarize your proposal:** Go over the offering again with the customer, but summarize it in 5 mins. This helps with setting expectations, handling objections and avoiding any misunderstandings.

*The movers will show up, uniformed and on time. They'll introduce themselves and do a walkthrough to ensure that your home is prepared before the actual moving starts. We'll disassemble your TV wall unit and blanket wrap all the furniture before loading it into the truck. While we're loading the truck, we'll check off the inventory and do a final walkthrough to make sure nothing was missed. At delivery, we'll do another walkthrough to plan unloading and ensure everything goes where you want it to go. Reassembly and placement is always included. After the actual move is completed, the foreman will go over paperwork and do a final walkthrough with you to make sure everything has been taken care of.*



# 7. Objection Handling



Your biggest roadblocks to converting the lead are objections.

Price is usually the #1 objective. The best way to tackle it is to give enough options which provide more flexibility to choose from.



## Respond to objections by tying it back to their why.

- **Acknowledge the Concern:** Understand that price is an important factor for customers. Validate their concern before diving into your explanation.
- **Compare Value, Not Just Price:** Highlight the unique aspects of your service, such as a trained and uniformed team, home protection, insurance coverage, and additional services like packing and cleaning.
- **Transparency:** Break down the costs clearly. Show where their money is going.
- **Ask to Show Other Quotes:** Encourage customers to share quotes they've received from other moving companies, and offer to help them evaluate it. Explain the differences and ensure they understand what each service includes.
- **Provide Multiple Package Options:** Options that come with different levels of support and service show flexibility and can accommodate different budgets.
  - Full-service: End to end offerings, full moving experience and additional services
  - Custom Pack: Only offer services that are needed
  - Basic Move: Simple pick up and drop off
- **Offer Alternative Dates:** Sometimes you may be able to offer cheaper rates on days you're less busy. Use alternative dates to negotiate on price.

### Sample Talk Track:

*Suzie, let's give you two options since you feel the price is too high.*

- *Option 1: Let's move you out on Wed vs Friday. That'll decrease the cost by \$250.*
- *Option 2: If you want to move on the Friday, we can remove furniture assembly in your new home. That'll put us in your budget.*

**Here are detailed templates on how to respond to common objections.**



SECTION

# 03

## Generate More Revenue

Generating more revenue is crucial for sustaining and growing your moving company. Beyond booking more moves, there are smart ways to maximize sales from each job.





# 1. Upsell Other Services

Boost each move's value by offering extra services. Selling add-ons like packing, storage, or junk removal not only ups your revenue but also gives customers a premium experience.

It's a win-win scenario: Upselling services = up-valuing customers



## How to get started:

- **Select Complementary Services:** Determine which additional services complement your core moving services. Common options include *storage, packing, furniture assembly, cleaning, and junk removal*.
- **Train Your Crews or Outsource:** Ensure your staff is trained and equipped to handle the new services you plan to offer, or outsource to a trusted service partner.
- **Train Your Sales Team:** Equip your sales team with the knowledge and skills to effectively communicate the benefits of these additional services to customers. Ensure they understand how to identify opportunities for upselling during customer interactions.
- **Add Your Services to Pages:** Update your website, Google My Business page, marketing materials and social media profiles to reflect the new services. Make sure you create a separate page on your website for each new service you add, and optimize it for search.



## How to expand and scale:

- **Bundle Services:** Create service bundles that combine moving with one or more of these complementary services. Offer these bundles at a discounted rate compared to purchasing each service individually to incentivize customers.
- **Promote Add-Ons:** Use your website, email marketing, and social media to promote these additional services to your customers.
- **Automate Follow Up With Upsells:** Set up an automated email after a customer books a move with you. In this email, include a list of other services you offer that they can add to their booking. Even if your sales and office team miss mentioning it, you cover it in the email.
- **Monitor Performance:** Track which services are getting added on to jobs the most, and which ones are the least. Use this data to refine your service offerings, sales training and marketing.



## 2. Offer Valuation Coverage



Customers often worry about the safety of their belongings during a move.

This presents a two-for-one opportunity by selling valuation coverage:

1. Grow your revenue per job
2. Gain your customers' trust and peace of mind

Moving companies provide valuation coverage as a safeguard to protect the value of customers' belongings throughout the moving process, for a sense of reassurance during a very stressful time.

[\*\*Read this guide on how to sell valuation coverage.\*\*](#)



### How to get started:

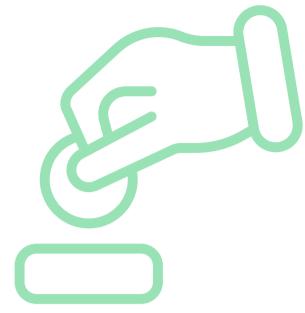
- **Basic Coverage:** Include basic coverage in your standard moving package. Explain the benefits to customers during the booking process.
- **Full Value Protection:** Develop a full value protection plan and train your sales team to offer this to customers. Provide clear information on the benefits and costs.



### How to expand and scale:

- **Automatic Addition to Invoice:** Configure your invoicing software to automatically include valuation coverage options, ensuring customers are informed and can easily opt-in.
- **Tiered Coverage Plans:** Offer multiple levels of coverage to cater to different customer needs and budgets.
- **Customer Education:** Create educational content to inform customers about the importance of valuation coverage and promote it through various channels.





### 3. Make Tipping Easy

While tipping may not count as additional revenue per move, it is an effective way to make your crews happier and pay them more without increasing your costs. The higher the tips, the higher your employee satisfaction and retention rate, and as a result, improve how they interact with your customers.

Happy crews = happier customers

Currently, moving companies don't make it as easy as other businesses, like restaurants, to drop a tip.



#### How to get started:

- **Implement Digital Tipping Options:** Provide digital tipping options that make it easy with a tap. Use a payment software to integrate a tipping option directly into the checkout process. This makes it convenient for customers to tip while paying for your moving services on your tablets. Pre-load tipping percentages here that is average to the industry so it's easy with 1 tap.

**Example:** 10%, 15%, 20%

- **Train Your Team:** Educate your moving crews on your company's tipping policy. Ensure they understand the importance of providing excellent service to earn tips.
- **Optional Tipping Call Out:** Place quick tipping information either on your quotes or pre-move communication. Keep it simple, and unobtrusive.

**Example:** 100% of tips go to the movers.



#### How to expand and scale:

- **Incentivize Crews:** Create incentive programs for your crews based on the tips they receive. Recognize and reward top-performing employees who consistently earn high tips.
- **Gather Feedback:** Regularly collect feedback from customers regarding the tipping process. Use this feedback to make improvements and ensure the process is as easy and customer-friendly as possible.
- **Thank Customers:** Send a thank you note or email to customers who tip, expressing gratitude and encouraging them to refer your services to others. If the customer tipped, they're more likely a happy customer that may also drop a review or referral.





## 4. Add Subscription Services

Subscription services can provide significant value for individuals who move frequently or companies that regularly relocate employees. You can offer convenience and cost savings for repeat customers while providing your business with a steady revenue stream.



### How to get started:

- **Identify Target Customers:** Determine which segments of your customer base would benefit most from subscription services. This could include frequent movers, students on a work-study program, corporate clients, or real estate agencies.
- **Create Subscription Packages:** Develop various subscription packages tailored to different needs. For instance, offer monthly, quarterly, or annual plans that include services like regular moving, storage, packing, and furniture assembly.
- **Set Pricing:** Establish competitive pricing for your subscription services. Consider offering discounts or added benefits for long-term commitments to attract more subscribers.
- **Train Sales Team:** Train your team to upgrade repeat customers into a subscription customer in order to save costs and deliver personalized services.



### How to expand and scale:

- **Automate Billing and Renewals:** You can automate how you handle billing, renewals, and customer communications. Automation ensures a smooth experience for subscribers and reduces administrative workload.
- **Bundle Additional Services:** Enhance your subscription packages by bundling additional services such as cleaning, junk removal, and valuation coverage. Offering comprehensive packages can increase the perceived value and attract more subscribers.
- **Corporate Relocation Partnerships:** Form partnerships with companies that frequently relocate employees. Offer customized subscription plans that cater specifically to their needs and provide special corporate rates.
- **Monitor Performance:** Track key metrics such as subscription growth, renewal rates, and customer satisfaction. Use this data to refine your subscription offerings and address any issues promptly.



# Conclusion

A sales playbook supercharges your team's performance. It becomes your internal bible, manual, handbook—whatever you want to call it.

If you already have one, add a few new tactics you learned in this playbook to yours and get moving.

If you don't have an existing sales manual at your company, use this as your guide to building one.



## Here's a few things to keep in mind before building your own sales playbook:

- **Ensure you have the right tools in place** to enable automation, centralized customer data and communications. Specialized software exists for moving companies across every stage of your business, from managing leads and phone calls all the way to asking for reviews post move.
- **Develop standard operating procedures (SOPs)** for common administrative tasks to ensure consistency and efficiency. Before doing so, make sure to review your current processes and reflect on what's working and what's not.
- **Automate the processes that are redundant** and happen for every customer, and for every move. Keep processes that require personal touches with your teams to manage.
- **Train your teams on the tools and processes** so everyone is delivering the same experience with every customer. Include the sales playbook in your training guides and have it a part of your office team's onboarding.
- **Review the performance of your people**, processes and tools so you can continually improve your sales motion.



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