

Welcome Packet

movebees.com



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*Discover the hidden secret behind the fastest
growing moving companies!*

Packet Includes

Our Onboarding
Application

Our Story
& Mission

Pricing
Information

WE'RE THE KRUPPS!



THE MOVEBEES STORY

• EST 2021 •

A great enterprise is often born from a simple idea or dream. MoveBees started that way. Tim Krupp, CEO and owner of Krupp Moving & Storage, wanted to see his business scale and knew he needed a more robust sales force to make that happen. He set to work building his business on a sales strategy based on principles from Louis Massaro's Moving Sales Academy. From there, a vision formed in Tim's mind to create a central call center to handle his company's sales and eventually expand to serve companies all over the country.

In only a few years, Krupp Moving's call center has grown to become what is now MoveBees, one of the fast growing call centers in the moving industry. More and more companies have heard the buzz about our team and are getting in on the benefits of MoveBees, with 25 companies onboarded as of September 2022. But we're only getting started. We believe great things are in the future for our partners and our call center because we're the hardest workers in the hive!

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WE RAISE THE BAR ON ESTIMATING AND BOOKING MOVES WITH HIGHLY TRAINED MOVING CONSULTANTS AND A PROVEN SALES PROCESS. WE UTILIZE ONLY THE MOST ADVANCED TECHNOLOGY TO SAVE OUR CLIENTS TIME AND MONEY SO THEY CAN FOCUS ON SCALING THEIR COMPANY."

OUR MISSION

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WHY MORE & MORE COMPANIES ARE CHOOSING

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- **MOVEBEES BRINGS IN MORE SALES FOR COMPANIES SO THEY CAN FOCUS ON THEIR OPERATIONS AND GROWTH. WITH US HARD AT WORK FOR THEM, COMPANIES ARE ENABLED TO SCALE!**
- **MOVEBEES PROMISES A PROVEN SALES PROCESS AS WELL AS HIGHLY TRAINED AND KNOWLEDGEABLE SALES CONSULTANTS AND MANAGERS.**
- **COMPANIES CAN REST ASSURED THAT MOVEBEES TAKES CARE OF THEIR CUSTOMERS AND ENSURES A GREAT EXPERIENCE FROM BEGINNING TO END.**
- **MOVEBEES SAVES CALLS FROM GOING TO VOICEMAIL AND NEVER LETS LEADS SIT.**
- **MOVEBEES TAKES CARE OF THE HEAVY RESPONSIBILITY OF TRAINING AND MANAGING SALES CONSULTANTS.**
- **MOVEBEES PARTNERS WELL WITH COMPANIES' CURRENT SALES TEAMS. OUR REPS ARE HAPPY TO WORK ALONGSIDE AND SUPPORT YOUR EXISTING SALES STAFF.**
- **MOVEBEES CONSULTANTS' ESTIMATES ARE ACCURATE AND COMPANIES CAN REST ASSURED THAT THERE WON'T BE ANY SURPRISES ON MOVING DAY.**
- **COMPANIES WHO CHOOSE MOVEBEES EFFICIENTLY MAXIMIZE THE HOURS OF THE DAY FOR HIGHER GROSS PROFIT MARGINS.**
- **MOVEBEES DOESN'T REQUIRE A CONTRACT FOR COMPANIES TO USE OUR SERVICES**





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PRICING

BILLING

MoveBees billing is done weekly and begins in the third week of service. This provides your staff a full week to close out jobs from the prior week in SmartMoving before we run billing reports. Billing is via automatic ACH debit.

You will receive prior notice of automatic ACH debit via an emailed QuickBooks receipt. Any discrepancies in billing will be corrected in the following week's billing transaction.

YOUR INVESTMENT

Your investment with MoveBees is 14% of the closed, total amount of each move we book. There is a \$20 charge for any scheduled appointment. This includes an on-site appointment for one of your on-site estimators or an appointment for one of our MoveBees staff to take inventory virtually via a video call. In this second case, we would collect both the \$20 amount for the scheduled appointment and then the 14% of the final total of the booked move once the job is completed and closed.

OUR SCRIPT

Sales scripts are like driving directions. They get you to your destination. For every customer we speak with on the phone, we're directing them to a destination: booking a job with your company! Our sales script makes sure we don't leave anything out. Here's a simplified version of our phone estimate sales script that anchors our conversations with customers:



Thank you for calling Honeycomb Moving.
This is Buzz, how can I help you?

I'm looking to get a moving estimate.

Okay, great! What we like to do for all our customers is provide an accurate estimate for their upcoming move based on the items they are moving. We provide a few different types of estimates, over the phone, by video or by sending one of our local estimators out to your location if it's a larger job. Can I gather a little information to determine the best way to estimate your move?

- Is this a local move or out of state?
- When is your preferred moving date?
- Are you moving out of a house or an apartment?
- How many bedrooms?
- Are you needing our help with just heavy lifting or all your items including boxes?
- Do you need our help to pack your boxes?
- Are you looking for storage as well?



Okay, great! Based on that information, it's looking like I can give you an accurate estimate for your move right over the phone with our estimating software based on the list you give me. It'll take 5-10 minutes. Is that alright?

Sure, that's fine. Let's do it!

We're going to take our inventory and look at the items that will not be in boxes; we'll worry about boxes at the end.

What I'm going to ask you is to go room by room, starting with the master bedroom and list every item you will be moving. As you list those, I'll be entering them into our estimating software, so if you want to give some approximate size measurements, a guess is just fine. The biggest thing that we have to get right is an accurate list of every piece you want to move because the estimate is based on the inventory. We don't want to forget anything. So let's start with the master bedroom...

— TAKE INVENTORY —



Now, let's estimate the box allowance you'll need for the day of the move. The rule of thumb in our industry is that for every 1000 pounds of furniture a customer typically has 10 boxes of household items. Based on your weight, we estimate a box allowance of 50 boxes. Do you think you'll use more than that?



Ok, based on the inventory that you gave me, we would send three movers and one 26 foot truck fully stocked with moving blankets, dollies and all other necessary equipment to complete your move.

Our movers will come to your home, put down floor protection, quilt pad and wrap all your furniture, load everything on the truck and then unload it at the new location placing everything in appropriate rooms just the way you want it. If there is anything that needs disassembled or reassembled...such as a bed or dresser with a mirror, the movers will do that for you at no extra charge. We are licensed, bonded, insured and all our movers are full time.

Based on the inventory, the job will take 6 hours at \$185 an hour. Our minimum charge is 3 hours plus a truck and equipment fee, as well as a fuel surcharge. After those 3 hours, we charge by the quarter hour.

READ THE COST BREAKDOWN



Right now, I am showing limited availability for August 19 ...we just need a 10% deposit on a Visa or Mastercard, just like a hotel reservation. Would you like to go ahead and schedule your move now?

Yes, let's go ahead and do that.



Great! I'm going to send you a copy of your estimate. Feel free to read it over. It is a DocuSign so when you're done reviewing your estimate, click in the top right hand corner to sign that you reviewed it.

Got it...okay, I've signed it!

Perfect. I see on my end that you've signed it, too. Now, all we need to do is take a deposit.

TAKE CREDIT CARD PAYMENT



Your payment went through! Just so you know, at the end of your move, the driver will figure up the total time for your move and present the bill. You can pay by personal check, cash or you can use a credit card. However, there is a 3% charge for credit card.

I understand. Sounds good.

Alright, I have you booked! Thank you so much for your business! You're going to have a great moving experience. Our movers do a really great job! Thanks for letting me serve you today.

Thank YOU! Goodbye!

Take care!

OUR STRATEGY



When contacting a brand new lead, we use the CMET 2+1 method until we make contact. CMET stands for: Call, leave message, email and text. The 2+1 stands for: Two attempts to contact on the first day and then one more time the next day. Below is an example of a CMET in 3 message formats.

VOICEMAIL

Hi! This is Buzz with Honeycomb Moving. I'm giving you a call because we received a request for an estimate for your upcoming move and I was hoping I could assist you by working up a quote. If you have any questions about the moving day, I'd also be happy to help answer those. Feel free to call me at (866)-THE-HIVE. Again this is Buzz with Honeycomb Moving and our number is (866)-THE-HIVE. Hope to talk with you soon!

EMAIL

SUBJECT:About your upcoming move
Hi Bob

My name is Buzz, and I've been assigned as your personal moving consultant. We received your request for a moving quote and I have a few questions for you. I'd love to provide you with a fast, free, accurate estimate and also help guide you through the moving process, answering any questions you may have.

Are you able to jump on a quick call? If so, please call me at (866)-THE-HIVE.

I look forward to speaking with you soon.

Warm Regards,
Buzz
Honeycomb Moving
(866)-THE-HIVE
honeycombmoving.com

TEXT

Hey Bob, my name is Buzz with Honeycomb Moving. I see you have a move scheduled for 8/19/2022 in Bee City and need to get a quote. Feel free to reach me at (866)-THE-HIVE. Would love to chat!



If we have provided an estimate and ended our phone call without a customer booking, we then utilize the 5x Follow Up method. This means we follow up to ask for the sale at least five times before closing the account. Below is an example of a full 5x Follow Up broken down day by day.

1x - Immediately after the call, send a friendly text or helpful email.

"This is Buzz, thanks for taking the time to let me estimate your move! If you have any questions about your estimate or want to add or subtract items, you can shoot me a text or call my direct line anytime!"

2x - On the same day, 2-3 hours later, call back and remind them who you are.

"I just wanted to see if you had any questions or concerns with the estimate I prepared for you early today. Would you like to reserve your moving day?"

3x - The next day, call again to ask them...

"I just wanted to see if there was anything that you would like to add or subtract from your moving estimate? If so, can I update or resend it to you? We are currently showing limited availability for your moving day, so I wanted to check if you wanted to reserve your move with a small deposit."

4x - The next day (2 days after the initial call), toss the follow up to a teammate or manager. They call saying...

"Hello my name is Beatrice. How are you today? I know you have been working with Buzz in our office for your upcoming move.

- I just wanted to know if he has been helpful?
- Has he answered all of your questions?
- Do you have any other questions about the estimate of your upcoming move?
- Are you ready to reserve your move date?

5x - 2 days after the 4x call (Day 5). Call and remind them who you are.

"Is there any other information you are waiting on before you can reserve your moving day? We're showing limited availability for that date, and we want to get you booked while it's still open."



Ready to use our team?

A completed onboarding application is all you need to get started.
Once submitted, our team will be in touch!



onboarding application

Welcome to MOVEBEES! We're a sales call center for moving companies. By booking jobs, we can not only get you more business but also provide you more margin to focus on the essentials of growing your business. We're the hardest workers in the hive and we're excited to partner with you. Complete our application to get the conversation started with our onboarding team!

Company name:

Physical address:

Main phone number:

Company website:

Time zone:

Years in business:

Last year's company gross (if willing to share):

System leads per month:

Incoming quote request calls per day:

Mailer radius or counties covered:

Owner's Name:

Owner's Cell:

Owner's Email:

Check all that apply:

Licensed
Bonded
Insured

Are all your movers...

...full time?

...covered by workers comp?

Do you use SmartMoving.com?

Do you have any additional users?

If so, how many?

Do you use any other moving software?

Call Center hours are 8a-8p, Monday
through Friday, and 9a-3p on Saturday.

Select your preferred coverage

Full

Partial (list the hours you need us)

How many of the following do you have?

NORMAL SEASON

PEAK SEASON

TRUCKS

MOVERS

DRIVERS

List the size(s) of your trucks:

Select your estimator's schedule for on-sites:

Monday thru Friday

until

OR

Monday

until

Tuesday

until

Wednesday

until

Thursday

until

Friday

until

Who performs your on-site estimates?

What is the maximum number of on-site
estimates conduct daily?

Select the metrics to determine the limit of what you're comfortable with us estimating
over the phone. Anything beyond these limits, we can perform a virtual (video) call or, if
necessary, schedule with your local estimator.

TRAVEL TIME

DISTANCE

BEDROOMS

WEIGHT

If a call fits within the limits specified above, are you comfortable with us estimating...

Storage over the phone or virtual?

Yes

No, set up an on-site

Packing over the phone or virtual?

Yes

No, set up an on-site

Any additional notes for us on on-site estimates?

Thank you for filling out MoveBees' onboarding application. A representative will be reaching out to you soon!



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2891 CLEVELAND RD
WOOSTER, OH 44691
330-752-8999
MOVEBEEES.COM