



# Comprehensive Guide from Moving Engine Sales Team

## Chapter 1: Handling Common Objections

**Objection: I need to speak to my spouse.**

**Rebuttal 1:**

- **Secure Availability:** Express concern about the availability of the truck for the requested dates. Suggest setting up the reservation now to secure the space on the schedule with a no-risk reservation.
- **Discuss with Spouse:** Allow the client to discuss the move details with their spouse without losing the truck availability.

I'll tell you what, let's go-ahead and take the down deposit today that way your move is locked in. If your spouse decides not to use our services you can give me a call back and I'll reimburse your card immediately. We're extremely busy right now and I understand how important moving your belongings are to you.

<NO I STILL WANT TO TALK TO MY SPOUSE>

Got it I totally understand that - are you not making the decision maker for moving your home?

<RESPONSE DOESN'T MATTER>

I totally understand - well let's say your spouse says 'yes' and you call back to find out we're fully booked out - wouldn't it make sense to leave a deposit that's risk free since we will reimburse you immediately if your spouse says no?

**Rebuttal 2 (Far Date):**

- **Refundable Deposit:** Emphasize that the deposit is fully refundable.
- **Trust in Judgment:** Mention that their spouse likely trusts their judgment. Use a discount if necessary to close the deal.

**Objection: Waiting on house sale/set date/address.**

**Rebuttal: Advance Reservation:** Highlight that many customers reserve in advance to secure a discounted rate and truck for their chosen date.

<https://www.movingengine.io/>



- **Flexibility:** Mention that discounted rates are valid for two years, and dates can be changed without penalties. Secure the space now with a no-risk reservation for peace of mind.

### **Objection: Don't want to pay a deposit.**

#### **Rebuttal:**

- **Guarantee:** Explain that the deposit guarantees the company will show up on the day of the move.
- **Risk of No-Deposit Companies:** Warn that companies not requiring deposits often overbook and prioritize larger jobs, risking non-appearance for smaller jobs.

## **Chapter 2: Addressing Pricing and Competition**

### **Objection: I have a lower quote.**

#### **Rebuttal 1:**

- **Verify Quote Details:** Ask if the lower quote is based on an hourly rate and how many men it includes.
- **Comparison:** Explain that their quote might be for two men, while your quote includes three men. Highlight that three men can complete the job faster, reducing overall costs.

It sounds like money is going to be a deciding factor towards you making the decision to use our moving services?

If money is a deciding factor, and I told you that a majority of moving companies that are cheaper than us here in {city name}, aren't insuring your items past \$0.60 cents a pound wouldn't you actually want to spend a little bit more money and make sure your items arrive safely?

[RESPONSE DOES NOT MATTER]

Do you have a TV over \$300 in value? It probably weighs 20lbs - you're getting \$12 back - are you sure you want to take that risk.

So what I'm hearing is that the price might not be an issue then and you want to ensure your items get to where you're headed safely?

You see [MOVING COMPANY NAME] is fully insured, we have \$XXX,XXX in coverage for items that are in the back of the trucks, and we make your day as smooth as possible - and my

<https://www.movingengine.io/>



personal guarantee is that I'll get us lunch while you're while your move is taking place. [ADD HUMOR]

So let's get this initial quote sent out to you - it's a \$XXX deposit right now - and you can fill out the email that I send.

#### **Rebuttal 2:**

- **Request Estimate:** Ask the customer to send the estimate to review together. Provide your email address and ensure they are comparing apples to apples.
- **Educational Approach:** Educate the customer on the importance of understanding how moving costs are calculated and what additional charges might be included.

## **Chapter 3: Company Policies and Procedures**

**Objection: My company will pay for the move.**

#### **Rebuttal:**

- **Determine Decision-Maker:** Ask how the company will decide who services the move and if the client has any say in the decision.
- **Reimbursement Process:** Clarify whether the company will reimburse the client or pay the moving company directly.

**Objection: I want an in-home estimate.**

#### **Rebuttal:**

- **Standard Practice:** Explain that most moving companies use the same software to generate estimates. The same accuracy can be achieved by taking an inventory over the phone.
- **Remote Inventory:** Offer to take the inventory over the phone, emphasizing that nobody knows their inventory better than the client.

## **Chapter 4: Additional Concerns**

**Objection: Renting a truck.**

#### **Rebuttal:**

- **Cost Breakdown:** Highlight all associated costs, including mileage, insurance, fuel, blankets, dollies, tape, equipment, padding, materials, and labor.

<https://www.movingengine.io/>



- **Professional Packing:** Emphasize the importance of professional packing and loading to avoid damage.

### **Objection: Checking BBB before deciding.**

#### **Rebuttal:**

- **Review Together:** Offer to review the BBB rating together with the client.
- **Explain Ratings:** Explain the BBB rating process, emphasizing resolved complaints and overall customer satisfaction. Highlight your company's commitment to resolving issues and maintaining a great rating.

## **Chapter 5: Money Objections**

#### **Rebuttal:**

- **Insurance Comparison:** Compare the minimal insurance coverage of cheaper companies to the comprehensive coverage provided by your company.
- **Value and Security:** Highlight the value and security of spending a bit more for peace of mind, ensuring the safety of their belongings.

#### **Closing:**

- **Initial Quote:** Secure an initial quote with a \$100 deposit and proceed with the email form.

Is money going to be a deciding factor towards you making the decision to use our moving services?

If money is a deciding factor, and I told you that a majority of moving companies that are cheaper than us here in {city name}, aren't insuring your items past \$0.60 cents a pound wouldn't you actually want to spend a little bit more money and make sure your items arrive safely?

[RESPONSE DOES NOT MATTER]

Do you have a TV over \$300 in value? It probably weighs 20lbs - you're getting \$12 back - are you sure you want to take that risk.

So what I'm hearing is that the price might not be an issue then and you want to ensure your items get to where you're headed safely?

<https://www.movingengine.io/>



You see [MOVING COMPANY NAME] is fully insured, we have \$XXX,XXX in coverage for items that are in the back of the trucks, and we make your day as smooth as possible - and my personal guarantee is that I'll get us lunch while you're while your move is taking place. [ADD HUMOR]

So let's get this initial quote sent out to you - it's a \$XXX deposit right now - and you can fill out the email that I send.

## Chapter 6: Training Schedule for Sales Team

### Training Schedule:

- **Daily Training:** 60 minutes/day, 5 days/week
  - **Script Practice:** 25 minutes reading script aloud
  - **Obstacle Drill:** 5 minutes practicing overcoming common obstacles
  - **Recording Analysis:** 30 minutes listening to call recordings, analyzing what went right, what went wrong, and planning improvements.

### Main Objective:

- **Book the Move:** Aim to book the move for all hourly and flat-rated moves.

## Chapter 7: Typical Pricing Model

### Understanding Hourly Minimums

In most markets, the standard hourly minimum ranges from 2 to 4 hours. This ensures you're compensated fairly for time and resources, even on shorter moves.

### Hourly Rates Framework

Pricing varies depending on your local market, the strength of your brand, and the volume of Google reviews you have. Here's a general guide:

### Pricing Model:

- **Hourly Rates:**
  - \$160/hour: 2 movers (labor only)
  - \$175/hour: 2 movers (labor + 26-foot truck)
  - \$240/hour: 3 movers
  - Add \$80/hour per additional mover

<https://www.movingengine.io/>



- \$50 fuel surcharge for hourly-rated moves
- \$250 extra for upright piano
- 4-hour minimum charge for hourly-rated jobs

**Pro Tip:** Secret shop your top competitors. Call and request a quote, and ask if they have other availability. This helps gauge not just pricing, but how booked your competition is critical intel to adjust your offer positioning.

### Add-On Charges

- Add \$80/hour for each additional mover
- \$50 fuel surcharge for hourly jobs
- \$250 additional fee for upright piano moves

### Invoice Structure That Converts

To avoid negotiation traps and increase booking rates, only include two line items on the invoice:

- Labor (Hourly Rate x Total Hours)
- Truck/Travel Fee (Bundled)

Your Truck/Travel Fee should include gas, mileage, equipment, dollies, shrink wrap—everything. Avoid breaking these out individually. When clients see fewer line items, they're less likely to question or try to haggle each one.

**Psychology Hack:** Simplifying the quote improves conversions and makes you look more professional.

### When to Break Out Additional Line Items

The only exception is for full-service moves that include packing supplies. In this case:

- Do not line-item the number of boxes or boxing labor.

Just have a single flat line item for “Boxes & Packing Materials” and bundle boxing labor under Moving Labor.

## Chapter 8: Collecting Client Information

### For Flat Rate Moves:

- **Service Type:** Determine if the client needs moving and packing or just moving.

<https://www.movingengine.io/>



- **Addresses:** Collect pickup and drop-off addresses.
- **Item List:** Get a list of all items being moved, either over the phone or via email.
- **Stairs/Elevators:** Ask if there are any stairs or elevators involved.
- **Details:** Collect information on the number of bedrooms, bathrooms, living rooms, kitchens, dining rooms, garages, attics, and porches.
- **CRM Entry:** Insert all information into the CRM for the estimator.

#### **For Hourly Rate Moves:**

- **Addresses:** Collect pickup and drop-off addresses.
- **Bedrooms:** Determine the number of bedrooms.
- **Move Type:** Identify if it's house to apartment, house to house, or house to storage unit.
- **Movers Needed:** Determine the number of movers needed.
- **CRM Entry:** Insert all information into the CRM.

## **Chapter 9: Services Offered and Not Offered**

#### **Services Offered:**

- **Packing Labor**
- **Moving Labor**
- **Providing Trucks**
- **Long-Distance (In-State Only)**
- **Local Moving**
- **Packing Boxes**

#### **Services Not Offered:**

- **Moving Sheds**
- **Moving Pool Tables**
- **Renting Trucks to People**
- **Junk Removal**
- **Moving Grand Pianos**
- **Moving Chandeliers**

## **Chapter 10: Full Service Move**

#### **Definition:**

- **Comprehensive Service:** Includes moving a house/apartment to another house/apartment/storage unit/storage pod.
- **Packing:** Packing all belongings into boxes.
- **Providing Trucks:** Supplying trucks for the move.

<https://www.movingengine.io/>



- **Providing Labor:** Offering professional moving labor.
- **Tools and Supplies:** Supplying necessary tools, supplies, and packing boxes.

## Chapter 11: Hourly and Flat Rate Quotes

### Hourly Rate Quotes:

- **Types of Moves:** Apartment local moves, loading storage pods, house to storage unit moves (no packing), moving-only jobs (no packing), labor-only jobs (e.g., moving furniture into a garage).

### Flat Rate Binding Quotes:

- **Comprehensive Moves:** Local/long-distance apartment full-service moves, local/long-distance house full-service moves, packing-only moves.
- **Long Distance:** Moves over 3 hours away.
- **Commercial Moves:** All types of commercial moves.

## Chapter 12: The CLOSER Framework

### CLOSER Framework:

- **Clarify:** Understand the client's needs.
- **Label:** Identify and confirm their problem.
- **Overview:** Discuss past pain points.
- **Sell:** Explain the benefits of choosing your service.
- **Explain:** Address their concerns.
- **Reinforce:** Confirm their decision.

## Chapter 13: Objection Handling and Rebuttals

### Objections and Rebuttals:

- **Can't Afford:** Highlight cost-effectiveness and value.
- **Need to Ask Spouse:** Provide information and offer to speak with the spouse directly.
- **Need Time to Think:** Offer additional information and follow-up.
- **Looking for Prices:** Emphasize the value and detailed quote.
- **Bad Past Experiences:** Provide references and emphasize professionalism.
- **Too Expensive:** Explain value and benefits.
- **Thinking of Moving Themselves:** Highlight professional advantages and safety.





## Chapter 14: Call Handling

### Incoming Call Handling:

- **Greeting:** Welcome the customer warmly.
- **Listening:** Let the customer explain their situation without interruption.
- **Service Explanation:** Provide the appropriate service and quote.
- **Objection Handling:** Address possible objections with prepared rebuttals.

## Chapter 15: Closing the Sale

### Rebuttal Examples:

- **Price Objection:** Emphasize **value** over price.
- **Decision Maker:** Use past agreements to confirm the decision.
- **Stalls:** Address needs, affordability, and willingness to work together.
- **Delayed Payment Close:** Offer to take payment information but delay the charge.

### Final Steps:

- **Thank You Card:** Send a handwritten thank you card after closing.
- **Customer Satisfaction:** Ensure satisfaction to encourage recommendations.

### Tonality and Conviction:

- **Importance of Tone:** Emphasize the role of tone in closing sales.
- **Belief in Service:** Convey strong conviction in the company's value to increase sales success.



# The Ultimate Moving Sales Script

## ◆ Introduction: First Impressions Matter

🎯 **Objective:** Build immediate trust and establish credibility.

📞 **Greeting:** "Good [morning/afternoon], thank you for calling [Moving Company Name]. This is [Your Name], how may I assist you today?"

🎯 **Psychology Tip:** Speak **confidently, warmly, and with controlled pacing** to establish authority.

---

## ◆ Step 1: Qualifying the Customer

🎯 **Objective:** Understand the customer's moving needs and create a personalized approach.

🔍 **Information Gathering:** "I'd be happy to assist you! Can I start by getting your name and the date you're planning to move?"

### ✅ **Key Questions:**

- "Where are you moving from and to?"
- "What type of residence are you moving from and into (house, apartment, etc.)?"
- "How many bedrooms or rooms are being moved?"
- "Do you have any oversized objects (pianos, safes, antiques)?"
- "Are there any stairs or elevators at either location?"
- "Do you require packing or storage services?"

🎯 **Pro Sales Tip:** Take notes **to build an image** of their move in your mind—use this later to create a tailored sales pitch.

### ✅ **Transition Questions:**

- "Have you moved in the past?"
- "What is your budget for this move?"

🎯 **Pro Sales Tip:** Asking a transition question allows us to gauge the expectations of our client and ultimately **understand how educated they are**. If they seem uneducated take your time educating and best explain the value of service.

## ◆ Step 2: Building Value Before Discussing Price

🎯 **Objective:** Make price a secondary factor by emphasizing **quality and service**.

🏆 **Company Differentiators:** "At [Moving Company Name], we go above and beyond to make your move as stress-free as possible. Here's what sets us apart:"

✅ **Value Propositions:**

- **Experienced & trained team:** "We handle every move with the utmost care."
- **Fully licensed and insured:** "Your belongings are protected every step of the way."
- **Top-rated customer service:** "Our 5-star reviews speak for themselves."
- **On-time guarantee:** "We respect your time and ensure punctuality."
- **Customized moving solutions:** "We tailor services to fit your specific needs."

🎯 **Pro Sales Tip:** Use **storytelling**—mention how you helped a customer in a similar situation successfully.

---

## ◆ Step 3: Price Presentation & Handling Objections

🎯 **Objective:** Deliver pricing with **confidence** while handling objections effectively.

🗨️ **Presenting the Quote:** "Based on the details you provided, the estimated cost for your move from [Origin] to [Destination] is [Provide Estimate]. This includes [List Inclusions: packing materials, labor, transportation]."

🚀 **Handling the Immediate Price Objection:** If they ask, "*Why is the price so high?*":

- "I completely understand wanting to make sure you're getting the best value. Our pricing includes [Highlight Key Features]. Let me ask—what's most important to you in a mover?"
- *Alternative Response:* "Are you looking for the cheapest option or the best value for your money?"


🎯 **Pro Sales Tip:** Never **lower** the price immediately—**reaffirm value first**.

---

## ◆ Step 4: Closing the Sale with Confidence



 **Objective:** Secure the booking with urgency and authority.

 **Creating Urgency:** "We're booking up fast, and I'd hate for you to lose this time slot. To secure your moving date, we require a **fully refundable \$100 deposit**. How would you like to proceed—credit or debit?"

 **Overcoming Spouse Objection:** *"I need to check with my spouse."*


- "I completely understand. Out of curiosity, did they know you were calling today?" (If yes, proceed.)
- "Great! The deposit is **fully refundable** and locks in your preferred moving date while you discuss it. Let's get it reserved so you don't lose availability."


 **Pro Sales Tip:** Speak with **authority, not hesitation**—assume the sale is happening.


---

## ◆ Step 5: Wrapping Up & Final Touchpoints

 **Objective:** Confirm booking details & leave a lasting impression.

 **Confirmation:** "Awesome! Your move is scheduled for [Date]. You'll receive an email confirmation shortly with all the details."

 **Final Reassurance:** "If you have any questions or need to make changes, feel free to call us at [Company Number] or email us at [Company Email]."

 **Closing Statement:** "Thank you for choosing [Moving Company Name]. We look forward to making your move smooth and stress-free! Have a great day."

---



## Bonus: Follow-Up Strategy

- **Pre-Move Check-In:** Call 48 hours before the move to confirm everything.
- **Post-Move Follow-Up:** Send a thank-you email & request a review.

 **Next Steps for Implementation:**

- Roleplay this script **daily**.
- Record and listen to your calls.
- Adjust tonality based on different customer types.