



MOVERS REFERRAL PROGRAM

The goal of this program is to systematically be called in to complete purge jobs when prospects are moving. How do you find the companies who are moving? You go to the movers.

Background

It is a given that:

1. When many businesses move, they destroy documents rather than move them.
2. You would like a systematic way of communicating with companies who are about to move.
3. Movers meet with each prospective customer in person (no phone quotes)
4. It has been told to me that movers prefer to move furniture and big items, much more than like moving heavy boxes of paper.
5. It costs movers about \$2.50 * to move a box of paper
6. It has been told to me that movers would gladly leave behind the boxes of material that needs to be destroyed. Mover's boxes are generally 1.5 cubic ft. (12.5 X 12.5 X 17)

The key to this program is that it gives you a **systematic** way to find more shredding customers.

The Program Goes Like This

You visit with each MOVING COMPANY in your area. Preferably, you visit with the MOVING COMPANY's Management first, then with the outside sales staff. You promise to pay a commission to the MOVING COMPANY for each purge job you secure through the implementation of this program. In return for the compensation, the MOVING COMPANY must include your handout in each and every one of their nonresidential proposals. You provide them with 100 handouts and promise to bring more when they need them.

You follow-up with them in a few weeks to see that they are including the handouts in their proposals. You also find out what the customers are saying. You bring to their attention any feedback you get from those for whom you have shredded. You hand deliver the commissions that they earn. Commissions MUST be discussed with management or ownership PRIOR to disclosing it to their field sales people.

Compensation to Movers

- EXAMPLES 10% of the amount of the gross invoice of shredding or 50 cents to a dollar per box or \$X per bin.

The Mover receives

- Compensation for not doing work
- Good corporate citizenship for offering the service
- Easier moves, if for no other reason, the file cabinets are lighter or there are fewer boxes to move

The company being moved receives

- Savings from not having to re-file the "would be" destroyed material at the new location
- Savings from not paying to have the confidential, but outdated material moved (est. \$3.00 * each box)
- Savings from not buying boxes to move the confidential material in (est. \$1.00 * each box)

If you destroy the material at \$4.00 per box, the destruction may be essentially free to the company being moved.

- The cost of the box and the cost of moving a box of paper will vary widely from one mover to the next. This is just an estimate.

(Sample of letter you might give to moving company as overview of the program)

(on your letterhead)

Dear Moving Company

We are proposing a partnership program between your company and ours.

OVERVIEW OF THE PROGRAM:

The goal of the program is to have your non-residential customers arrange to have us SHRED their CONFIDENTIAL MATERIAL, rather than move it. We SHRED the material at the time of the move.

BENEFITS TO YOU:

- You receive a referral fee (see below) for each shredding job we secure from your referral.
- Your moves are easier because you will leave behind heavy boxes of paper.
- Your moves are easier because the customer will be more likely to empty the file cabinets, as they clean out the files to be destroyed.
- Your customers will perceive you as a good corporate citizen.
- You will be helping to reduce identity theft, corporate espionage and other types of fraud.

BENEFITS TO YOUR CUSTOMER:

- The customer saves money by not having to pay you to move the material they are going to SHRED eventually.
- The customer saves the time it would take to re-file the material that they are going to leave behind to be SHREDDED.

YOU RECEIVE:

- You receive a commission of 10% of the invoice of the purge or clean-out shredding jobs secured by virtue of referrals from this program. All you have to do is insert our card in each proposal you give for a non-residential move. We do the rest.