



## How to Maximize Success When Purchasing Mobility & Relocation Services

When selecting any service, it's surprising how quickly individual buyers often make a purchasing decision. This is especially true in the relocation industry.

Feeling that pressure or rush to buy is a common theme found in nearly all customer buying behavior. According to Gartner's [New B2B Buying Journey & its Implication for Sales](#) report, sales reps get roughly 5% of a consumer's time during their entire B2B buying journey.

This gives sales reps little-to-no time to fully understand the needs and challenges of each person involved in the buying process and to educate them on the solutions best suited to meet those needs.



Why does this matter? And, how much does it actually impact your outcome?

When it comes to B2B deals, Gartner research states that there are typically 6-10 decision-makers—each of whom comes to the table with their own selection criteria.

When buying what we call a “considered purchase with a high value,” it's imperative to take your time and collect as much information as needed from all of the relevant parties.

***Keep reading to learn how you can maximize success when purchasing mobility and relocation services.***

## Who to Consider in Your Buying Decision

*Each buyer or stakeholder involved in the buying process has unique needs and challenges—and understanding them is vital to selecting the right relocation partner.*

In most cases, when buying employee moving and relocation services, this would include influencers, decision-makers and financial authorities in your human resource, operations and finance departments.

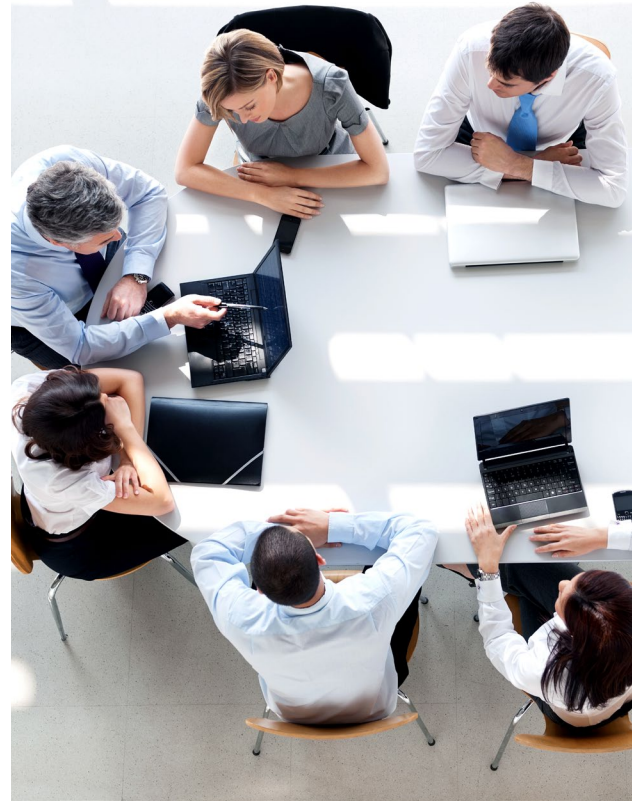
For example...

**Human Resource Executives** may be focused on developing a fair relocation policy that addresses the needs of all departments and employees, broken down by job role or level.

While **Procurement Executives** who are focused on staying within budget require pricing transparency.

**Corporate Mobility Executives** may be focused on how to help the company compete more aggressively, operate more efficiently and provide the proper customer experience on a global scale.

While **Talent Acquisition Executives** are working closely with the compensation and benefits team to ensure they can recruit new hires.



### Pro Tip:

**If you aren't including your diversity executives, it's time to add a DE&I initiative to your 2022 objectives. Oftentimes relocation partners are looking for diverse vendors and certain moving companies can help them reach their diversity goals.**

## Minimizing Buyers' Remorse in the Buying Process

However, in our modern world where information is at our fingertips within seconds, it can be easy for customers (and representatives of B2B negotiations) to misinterpret information if not appropriately consulted. This can lead to buyers' remorse.

According to [Gartner's Reinvent B2B: Selling for a Digital Buying Environment](#) webinar, 43% of customers prefer a rep-free or online experience, compared to 29% of Baby Boomers and 54% of Millennials.

However, this rep-free buying experience has the highest percentage of buyers' remorse (23%).

## Relocation Policies & Pricing Reviews

Relocating staff members is a complicated task that often requires companies to pour in significant time and research. That's why it's important to lay out a strict set of guidelines for relocating employees in the form of a Relocation Policy.

**Want to do it yourself?** northAmerican offers sample relocation policies that your company can utilize as a guideline to developing your company's relocation policy,

**Want to rely on a professional?** We recommend [Bobbi Maniglia, VP of Corporate Relocation Services](#) who can help you develop a custom relocation policy or [review your existing relocation policy](#) or [household goods policy](#) to make sure you address all your company's specific needs.

Developing a thorough relocation policy is the first step in making sure you address all stakeholders' needs while remaining within budget

Another strategy that works well when buying and comparing relocation services is a [household goods pricing review](#). This third-party review is where we look at past invoices from your current provider which can shed light on what you actually paid for relocation services and ensure you're not paying too much in the future.

## Relocation Tools

Though we've built our reputation on personalized, exceptional customer service, we recognize that many buyers still prefer to buy services online or with as little sales rep involvement as possible. Therefore, we have developed several online tools to help educate each buyer.

### Budgeting

northAmerican developed an RFP toolkit called "Blueprint," which allows customers to collect quotes from multiple relocation vendors and analyze the responses to get an apples-to-apples comparison in pricing. (Pricing Transparency)

### Why Is Pricing Transparency So Important?

In 2008, the moving industry was deregulated, allowing moving and relocation companies to create their own rate tariffs. This move away from a common rate tariff made it difficult for companies to determine the actual cost of employee relocation, which opened the door to a common practice called discounted rate tariffs. So, a company that offered a 35% discount could actually be more expensive than a company offering only a 25% discount.

[Check out this video](#) to learn more about the benefits of Blueprint.

### Gross Up Calculator

While lump sum benefits have been waning in preference for some time, there are still some companies that prefer to provide a relocating employee a one time payment (lump sum payment) to cover moving expenses. Especially for lower level employees or new hires.

However, in 2018, the federal government changed the tax laws that allowed the company paying to relocate an employee to write off that expense. Now the relocating employee is responsible for the income taxes on that paid benefit. To offset this tax liability companies normally gross up the relocation benefit. Calculating the proper amount can be tricky since each state has their own income tax laws. To help HR executives determine the proper amount to gross up, northAmerican developed a [gross up calculator](#).

## Evaluating Vendor Quality

When buying corporate relocation services, it's important to not only select the company that best addresses your needs at the best possible rate, but to also evaluate the quality of the work being provided.

For three years in a row, northAmerican has earned the Highest Satisfaction from Relocating Employees award from [Trippel Survey & Research](#), establishing our services as a trusted and valuable resource for businesses.

## Bottom Line

Communication is key when buying relocation services. When potential and existing customers allow our agents or salespeople to engage with key stakeholders or buying committees, both parties win.

When our salespeople or agents are given an opportunity to learn all of your specific needs and requirements, the customer is provided with more options to make the right buying decision. Our goal is to make sure we ask the right questions, align with your goals and ensure we will positively impact your business.

We hope you will give northAmerican a chance to earn your business. Feel free to reach out to **Bobbi Maniglia**, VP of Corporate Relocation Services any time day or night at [Bobbi.Maniglia@northAmerican.com](mailto:Bobbi.Maniglia@northAmerican.com) or calling her directly at **800-213-4910**.

For more information visit: [northamerican.com](http://northamerican.com)

