

Reebie Wraps - May 2014



REEBIE STORAGE & MOVING MONTHLY NEWSLETTER

FEATURED ARTICLES FROM:

SAL MANSO - PRESIDENT

RICHARD LICATA - SALES & MARKETING

ROBERT LICATA - DATABANK

GARY RICHIED - OPERATIONS

KEVING GRIFFIN - INTERNATIONAL



FROM THE PRESIDENT - SAL MANSO



Our 2014 moving season is right around the corner and are we ready?

I know we will be challenged and I know we will be up to those challenges but we must get better about communicating more with our internal as well as our external customers in fact lets over communicate, let's leave no stone unturned, let's not take anything for granted, let's not assume anything.

Operations has the greatest challenge building up capacity fast and as needed and they have learned much since last year and are better positioned in 2014 to overcome those challenges, and build on the excellent service providers we now have. Our Sales team ranked second to none must just take the extra time when writing orders to ensure proper data is conveyed to all service providers. Our Sales support staff must catch any and all errors in orders before passing them through to operations. Our operations department has two challenges, not only perform the services above and beyond expectations but make sure all services as performed are documented on the BOL.If all that is done by everyone we have an accounting team that can accurately and profetionectly record and distribute all revenue correctly and one time only.

Together let's make this 2014 moving season one of our best ever.

I personally will do everything possible to make sure you have all the tools to succeed so like NIKE states "lets do it"

SALES & MARKETING - RICHARD LICATA



It doesn't often happen and when it does it's something to shout about!

I'm referring to our recent win of Northwestern University. Not only is this one of the most prestigious schools in the nation, but it has taken over 2 years to secure. The fact that Reebie has been able to handle this from the initial proposal to close adds immeasurably to our credit. This was truly a team win and everyone did a marvelous job in securing the business. We were up against some pretty big competition, but the bid that was put together made us stand apart from the others. Great job to everyone and let's hope this successful trend continues!

SALES & MARKETING - DECEMBER 2013



TOP SALES PRODUCERS

TOP SALESPERSON	DAN FOX
INTERNATIONAL	KEVIN GRIFFIN
CONSUMER INTERSTATE	BILL RUECKING
CONSUMER LOCAL	TIM GRANATA
STORAGE	BILL RUECKING
OFFICE AND INDUSTRIAL	DAN FOX
NATIONAL ACCOUNT	STEVEN KAHN
CONTAINERS & PACKING	MATT SCHORE
QUALITY SALES	THOMAS CHEMASKO
QUALITY COORDINATION	CINDY BIGECK

The 1st quarter numbers are in the books:

Reebie DataBank has already this year secured fifteen new record storage clients. Nine of these accounts are located outside of the Chicagoland area. Special thanks to Tricia, Tom and Kevin for helping to secure this business. We are also pursuing additional record storage accounts from IMAWA members. There are many challenges that lie ahead for Reebie DataBank and for record storage as a business but with persistence and quality service we can still enjoy growth.



“An Extension Of Your File Room”

1. Record management consultants
2. Manage your records through:
 - Internet Access
 - Computerized Barcode tracking
 - Departmentalized Invoicing
 - Management reports
 - Back – up Tape Rotation
3. Save money by:
 - Low Storage Rates
 - Guaranteed Deliveries
 - Retention Schedules
4. Provide Risk Management Through:
 - Around the Clock Security
 - Sprinkler System
 - Exclusive Authorization
5. Document Shredding

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www.reebiedatabank.com



Gary Richied - Operations

This article is going to be brief because to tell you the truth the demand for our services is already overwhelming and we're just getting into May. Normally I would welcome the increased business and be happy with the additional revenues that it is producing but this year I have mixed emotions because we are struggling to make a profit. Just about everyone of our costs to operate have increased from last year. More taxes, increased health care, cost of fuel, vehicle maintenance, additional staffing to handle the volume of work, and I could go on and on. Business sense demands that we pass these increases on to the customer even if it jeopardizes the gains we have made in our market share. We certainly need to remain competitive with our pricing but doing more for less is a dangerous path to be on.

While we're grappling with a solution to our profitability dilemma we have continued our focus on safety and customer service. I am pleased to report that our safety ratings with our van lines, of Allied and northAmerican, are the best they have ever been and our customer opinion rankings for our local authority work is at an all time high. Due to our safety rating the insurance cost for the van line business is near the minimum which should help our profitability, and the following individuals are responsible in large part for our customer opinion rating which helps us increase market share. Peace and Prayers

CONGRATULATIONS AND SPECIAL THANKS TO OUR OUTSTANDING PERFORMERS

Guzman, A.	Padilla, A.	Renteria, J.	Nechi, Z.
Gonzalez, H.	Mejia, L.	Roman, L.	Ayala, A.
Badillo, A.	Mejia, M.	Youngman, J.	Beckus, J.
Garcia, J.	Martinez, I.	Medrano, M.	Zacapa, F.
Bowers, B.	Arreguin, R.	Corral, N.	Gorostieta, M.
Lemus, M.	Olmedo, H.	Rodriguez, J.	Ruiz, A.
Ruiz, R.	Saucedo, O.	Torruella, C.	Towner, O.
Valdovinos, J.	Alcantar, S.	Danca, D.	De La Cruz
Estrada, R.	Kory, .M.	Lascano, J.	Lopez, J.
Martinez, J.	Mejia, N.	Ponce, D.	Rodriguez, G.
Garcia, M.	Pulido, L.	Chisem, J.	Contreras, J.
Gallarzo, J.	Reyes, B	Romero, J.	

On April 27th two Popes were canonized as Saints. Pope John XXIII, now Saint John XXIII, advises us to "Consult not your fears but your hopes and your dreams. Think not about your frustrations, but about your unfilled potential. Concern yourself not with what you have tried and failed in, but with what is still possible for you to do". Pope John Paul II, now Saint John Paul II, prays "Christ, make me become and remain the servant of Your unique power, the servant of Your sweet power, the servant of Your power that knows no eventide. Make me be a servant. Indeed, the servant of Your servants."

How to Succeed in Telemarketing

Telemarketing can be a daunting profession, especially since most people don't like getting cold calls. For this reason, it is essential to learn the steps to take in order to succeed in telemarketing. Once you have an idea of what works and what doesn't, you will be on your way to telemarketing success.

Steps

1

Get your rest so that you are energized and raring to go when you sit down at your desk. You need to be on your game if you want to achieve telemarketing success. Consider taking a walk during your break to clear your mind and recharge.

2

Set yourself up at your desk so you don't have an excuse to leave it until your breaks. Make sure you have a big bottle of water and everything else that you need at arm's length.

3

Don't hang up the phone. Telemarketing is a numbers game. The more calls you make, the more successful you will be. When making calls, keep the receiver in your hand, and hang up by pressing the button. By doing this, you are training yourself to keep making calls and not take breaks or procrastinate between each call. The call out process should be ongoing if you want to build the number of calls you make and increase the likelihood of successful calls.

4

Be positive and believe that you will have a successful day. Telemarketing can be a deflating profession if you take it personally. The truth is that no one really likes to receive calls from telemarketers and this is why your job is difficult and making a sale is a great accomplishment. If you believe in your abilities, then your attitude will remain positive and your calls will sound enthusiastic and more appealing to the person on the other end.

5

Remember that time is valuable in telemarketing, and if after the first few seconds it is obvious that the person is not interested, don't waste your time trying to change their minds. A veteran telemarketer will know the signs of a person who is wavering and one who is adamantly not interested. Recognizing that distinction between the 2 responses will mean the difference between failure and success in telemarketing. It will also save you a lot of frustration.

6

Create a script that you can refer to so you can remain on track. You don't want to read from this, but rather, use it as a guide so you can stay focused. Keep the script in note form so you cannot read directly from it. Doing so will make you sound unnatural and forced.

7

Practice your pitch so that you are versed in it. Record yourself so you can hear how you sound on the other end of the phone. Ask yourself if you would buy from you and if not, why? You need to appeal to the person you are talking to. You need to sound like you recognize they have something missing in their lives and you have the solution. You want them to believe that they need what you are selling.

8

Discard telemarketing techniques that have proven unsuccessful for you in the past, continue with the ones that have worked, and continue to find new ones. Successful telemarketing is understanding that techniques vary according to the person making the call and the person answering the phone. What may work for you may not work for someone else. Ultimately, you have to use the technique that you are comfortable with. Once you find something that works, use it often and continue to vary it and perfect it.

9

Learn from past calls. Note the best times to call, the best way to begin your pitch, and identify your customer in the first few seconds so you can use the approach that you have learned should work on this particular customer.

10

Ask questions without interrogating your customer. Remember also that no one has any time anymore, so get to the point.

Tips

- Stay focused on your calls and making sales. Don't allow yourself to become distracted by thoughts outside of your calls. Keep a notepad nearby to jot thoughts and reminders that come to mind. Just don't get distracted by taking notes. The purpose of this is to remove the distraction from your mind so you can deal with it later, but still stay concentrated on what you are doing.
- Smile when you talk on the phone. You will sound cheerful, upbeat and friendly, allowing the customer to relate to you better.
- Don't let a hang up from a cold call get you down. Keep your head up, stay focused and keep calling!

Quality Corner



Paulette B.
Jackson, TN

★★★★★ 4/7/2014

The best part of our move was the skill and personable qualities of our driver Andrew Jackson. He kept us informed of every step and handled everyone of his crew with honor and high expectations. He worked quickly and clearly has a gift of organization. He stayed in contact regularly with our Relocation movers and was keen in anticipating next steps in every segment of the move. We were very pleased with our Allied move! Thank you.



Kathy D.
Warrenville, IL

★★★★★ 4/14/2014

I had a team of 3 movers from Reebie Storage and Movers handle my move from my condo to a townhome 2 weeks ago. They were so helpful, friendly and professional. They worked well together and took every precaution when handling my things. Every piece was wrapped in packing blankets (even things that I probably wouldn't have bothered with). The whole process was seamless from my first phone call, to the prompt visit from the estimator, to the actual move. I'm hoping not to ever need to move again, but I will definitely refer my friends and family to Reebie.



Elaine T.
Glen Mills, PA

★★★★★ 4/15/2014

I moved quite a few times in my life and I must say that Reebie has been by far the best moving/storage company I had to deal with. Very competitive, professional and efficient. Not only I had to move from Chicago to Philadelphia but I had to use storage for 4 months... when they deliver all my belongings, everything was in perfect condition. I highly recommend Reebie Allied Storage!



Howard S.
Highland Park, IL

★★★★★ 4/17/2014

I was just motivated to write this review because after watching a friend have a bad moving experience with another mover, I was happy to remember the three excellent jobs that Reebie did for me, and wanted to spare others the agony of indecision when looking for a good mover.

I had the unhappy task of selling both my wife's and my mother's houses (one in Illinois, one in New York) as they had to move to assisted facilities, and therefore, two of the moves required delivery of household contents to multiple family members in different states. One house had many valuable antiques that needed special care as well. The third move was local to move my mom from her house to her new apartment.

Reebie handled everything from soup to nuts flawlessly. I was concerned about how the move from New York was going to go, but because they are a nationwide network, I was assured it would be handled properly, and it was. The moves collectively distributed goods to four different states, and everything arrive on time. In the entire move, out of all the trucks involved, and with all the antiques that were included, only one small bowl was broken, and the insurance company responded to it immediately and covered the full cost right away.

I would use Reebie again in a heartbeat, and highly recommend them to anyone looking for peace of mind to get the job done right. They are a quality company and that's what I wanted to move my quality belongings.

REEBIE

SINCE



1880

STORAGE & MOVING CO.

CORE VALUES

RESPECT...WE WILL RESPECT OUR INTERNAL AND EXTERNAL CUSTOMERS EQUALLY

EXCELLENCE...OUR GOAL EACH AND EVERY TIME IS FOR OUR CUSTOMERS TO RATE OUR SERVICE "EXCELLENT"

EASE...WE WILL MAKE IT EASY FOR ANYONE TO DO BUSINESS WITH

BEST...BY EXECUTING BEST PRACTICES TRULY WE WILL BE BEST IN CLASS

INTEGRITY...WE WILL NEVER PROMISE ANYTHING WE CANNOT DELIVER

EXPECTATIONS...WE WILL COMMUNICATE REALISTIC EXPECTATIONS TO OUR CUSTOMERS AND ASSOCIATES

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MISSION STATEMENT:

REEBIE STORAGE AND MOVING WILL BE AN INDUSTRY LEADER IN TECHNOLOGY AND INNOVATION TO MAXIMIZE LONG TERM GROWTH AND PROFITABILITY BY PROVIDING THE BEST LOGISTICAL SERVICES IN RELOCATION AND STORAGE SOLUTIONS. WE WILL ACCOMPLISH THIS MISSION THROUGH THE TOTAL COMMITMENT OF MOTIVATED ASSOCIATES, PRODUCT QUALITY, AND UNSURPASSED CUSTOMER CARE.