



Largest Independent Moving Company In USA: 18% Lift In Quota Attainment

Industry: Technology **Company Size:** 1100+ Employees

Sales Motion: Hybrid of Commercial and Enterprise Selling

18%

Increase in Seller
Quota Attainment

2x

Increase In Avg Ticket Size
Where Sellers Followed
Humantic AI Buyer Insights

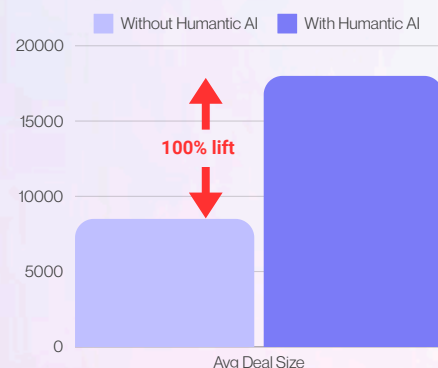
The Problem

The company, despite being a trusted brand, was losing prospects to competitors due to pricing and other factors.

They discovered that when buyer-seller rapport was strong, premium pricing didn't deter customers from booking. The company recognized that trust and comfort play a critical role in customers' purchase decisions in the moving industry.

The Approach

To improve buyer-seller rapport, JK Moving implemented social selling practices and adopted Humantic AI's Buyer Intelligence platform. This solution provided actionable insights about buyers' preferences and motivations. The Consumer Sales team and Business Development team both leveraged the platform to enhance their interactions with prospects and partners.



The sales team used the buyer insights to modify their sales approach to suit each buyer's unique needs and preferences.

The biz dev team tailored their communication style according to buyer preferences even before meeting them.

During negotiations and proposal presentations, sellers adjusted their speed and ticket size as per buyer needs.



I was able to close 2x my average deal size by listening to Humantic AI. Every time I meet someone new, the first thing I do now is check Humantic.



Brandy Nicholson
Moving Consultant