



# Promoting your BAR Membership to Consumers

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Nobody can sell to the consumer the benefits of using your company, rather than a competitor, better than you can. After all, you are the foremost expert on just what makes your service delivery special. Your sales strategy will quite rightly focus on you demonstrating the USP (unique sales proposition) that separates you from any other service provider.



However, adding to that by properly describing the value to the consumer of your BAR membership should also be a key strand of that strategy. Don't forget to tell the consumer that for more than 100 years the BAR has been providing membership to qualifying removal companies in the UK so that the industry has a voice, and that it is continually improved and regulated to meet the changing needs of the consumer. More importantly, those people that use BAR Members for their removals and storage needs, do so in the certain knowledge that they can expect complete transparency in all their dealings with the service provider and will receive a high level of service throughout, coupled with demonstrable consumer protection safeguards.



Remember to tell the consumer that BAR membership can be validated through the above logo on your website.

## The BAR Membership Criteria:

**Finance:** Members must have the resources to run a moving company and be of good financial standing.

**Good repute:** Members must not have a police record, been declared bankrupt or have been disqualified as a director.

**Insurance:** Members must provide at least minimum standards of insurance (or liability) as required by BAR.

**Premises:** Members must have a dedicated office, manned during office hours.

**Staff:** Members staff must be suitably trained and qualified.

**Vehicles:** Members must have suitable vehicles and the capability to maintain and operate them properly.

**Materials:** Members must use appropriate materials and equipment.

**Administration:** Members must have adequate procedures for the key elements of providing a removals service.

## The BAR CTSI Code of Practice:

Requires Members to treat their customers in a courteous and sympathetic way at all times.

**Approved:** The code is approved and monitored by the Chartered Trading Standards Institute.

**Recognised:** The code is recognised and accepted by the Consumer Protection Act 2015.

**BAR verifies through annual inspections that all member companies comply with the requirements of the BAR Membership Criteria and BAR CTSI Code of Practice.**

**BAR are monitored and inspected by CTSI on an annual basis and at the last inspection were complimented on how they apply areas of best practice and monitor the compliance of their members.**

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Remember to inform the consumer that in the unlikely event that something goes wrong, using the services of a BAR Member means they are protected.

## Advanced Payment Guarantee Scheme:

**Payment:** When moving whether it's in the UK or to another country it's standard practice to pay the removal company in advance.

**Protection:** If a private individual uses a BAR Member, they can be assured that any pre-payment is fully protected by an Advanced Payment Guarantee (APG) scheme.

**Consider:** when considering other quotations and before committing to any pre-payments, it is worth remembering that every BAR Member is strictly financially vetted with the added safety net of the APG scheme.



## If something goes wrong:

**Complaints:** BAR takes all customer complaints involving its Members seriously so whilst the Association continues to regulate Members in line with membership Criteria and the CTSI Approved Code of Practice, there is also an alternative dispute resolution procedure in place that is operated by an external, independent body.

**Independent:** Complaints made against a BAR Member are handled exclusively by The Furniture Ombudsman (TFO), a qualified, independent and approved Consumer ADR body under the Alternative Dispute Resolution for Consumer Disputes (Competent Authorities and Information) Regulations 2015.

**In short, your membership of the BAR provides the consumer with confidence and also with the validation that supports all of the things that you 'sell' as being the reasons why they should select you as their remover of choice.**

Direct the consumer to **www.bar.co.uk** for further information