



The National Portable Storage Association Newsletter

# The GLOBAL container



**Member Spotlight:**  
**Secure-Rite Mobile Storage**  
**Kelowna, BC**  
**Canada**



### Store Anything...Anywhere.™

Secure-Rite Mobile Storage Inc. is a privately owned company dedicated to meeting the portable storage needs of all business, government, and residential sectors in the interior of British Columbia, Canada. Secure-Rite was established in March 2005 and has grown rapidly to expand its customer base throughout BC, Alberta, and beyond. Our corporate values focus on exceptional customer service and our goal is to provide our customers with quality products at a competitive price.

### Educate Your Customers!

The mobile storage industry is an innovative, creative sector of business. Although popular in the USA for many years, the concept is much younger in Canada. Before the formation of Secure-Rite Mobile Storage, extensive research was conducted that showed there was a growing demand for this service. After being in operation for less than 4 years, Secure-Rite has found that demand continues to increase as consumers are made aware of our service. A key to success is to simply educate potential customers as to what we can do for them! We have found our website to be an excellent educational tool that potential customers refer to more every year. Our website has recently been updated to better inform our customers and portray a more professional image to them at [www.Secure-Rite.com](http://www.Secure-Rite.com).

### Go Team!

It is no secret – good players on your corporate team are the biggest contributing factor to success! We are so thankful for an amazing group of people that contribute so much to Secure-Rite Mobile Storage every day. We have a good mix of youthful enthusiasm and years of experience. Our team members bring a



wonderful blend of experience in business ownership, management, logistics, customer service, and sales, and we are all passionate about "Exceptional Service. Competitive Prices. Quality Units.™"

### Good Software Critical to Success

As the number of our rental units and customers grew, it

became more and more difficult to keep track of them with manual systems and processes. Therefore, in December 2006, we purchased Total Recall Mobile-Storage Software from DHS Worldwide. This software assists in managing all aspects of a mobile storage company including customer information, scheduling, dispatching, billing and tracking for mobile containers. Total Recall was implemented in January 2007 and has now become a key tool in our business!

### Lend a Helping Hand

Secure-Rite Mobile Storage believes in giving back to the community through donation of time, product, and finances. Some of the projects to which we have contributed include United Way initiatives, a local children's festival, a college construction project, several life and arts festivals, a homeless persons shelter project, outreach community support programs, and more!



### Exceptional Service. Competitive Prices. Quality Units.™

Secure-Rite Mobile Storage provides a range of secure, weatherproof mobile storage units. Our new or used units are available for purchase, rental, or lease at competitive prices, and we can deliver anywhere... anytime. Secure-Rite Mobile Storage has a large fleet of rental units comprised of a variety of new standard shipping containers and we sell both new and used containers. We rent and sell a variety of sizes including 6, 8, 10, 20, and 40 foot containers, and we are committed to delivering quality units to all of our customers!



### Office Containers

Secure-Rite Mobile Storage now has office containers available for rent, lease, or purchase! These offices are approved by the Canadian Standards



Association (CSA) and are ISO containers retrofitted with personnel doors, windows, insulated walls, vinyl paneling, ventilation, electrical, lighting, data hookups, heating, air conditioning, and more! Secure-Rite Office Containers are easy to move, quick to set up, durable, secure, and provide safe ground level entry. These units can be used for construction site offices, lunch rooms, first aid stations, event offices, storage/office combinations, and so many other applications. We have received very good response to this new product line!



**Customizations**

Our versatile standard units meet a wide range of needs. However, sometimes clients' specifications call for something a little different! Secure-Rite Mobile Storage can meet those requirements by supplying a customized container. In addition to the customizations listed above, we also supply and install rollup doors, construction skids, solar lights and fans, additional vents, grating, custom paint, and anything else our customers need. The flexibility provided by using a customized container as the base for a project is amazing! Some of the exciting custom projects we have been involved with include bio-fuel storage, military, maritime, and fire training facilities, mini-storage centers, farm and ranch outbuildings, tack sheds, equipment housing, hospital linen storage, and distribution facilities.

**Why the NPSA?**

We joined the NPSA in October 2007 to meet people and companies within the industry across North America and beyond. Our first exposure to the NPSA was the 2007 Annual Conference in Orlando, Florida. We have never looked back! We have found the conferences to be an invaluable time to meet counterparts in the industry, share ideas with them, and learn from them. We also value the opportunity to meet current and potential suppliers, and we have found the educational sessions very helpful and informative. John and Joel with the NPSA have been very helpful to us throughout our membership, answering questions about regulations and products or connecting us with other members. We will continue to look to the NPSA for their continued support, annual conferences, and all of the membership benefits available to the portable storage industry in the years to come!

**Sum It Up!**

In summary, Secure-Rite Mobile Storage is a strong, young company that is enjoying rapid growth and is well-positioned for the future. The business has been a major contributor to the increasing awareness and popularity of mobile storage in the BC Interior region, and has become a well-recognized brand in the industry in less than four years. The Secure-Rite Team has consistently provided their storage products and complementary offerings with unparalleled customer service and has gained a reputation in this regard. The company has enjoyed expanding the size of its rental fleet, product line and its financial performance while striving to be an active participant in the community. It is our goal to continue our expansion throughout Western Canada and beyond, and to foster further friendships with other NPSA members!



**STORAGE SAVVY**  
Shop Your Competitors,  
Get a HIGHER PRICE

By Jeffrey Orr  
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Of course, you shop your competition from time to time. But are you using the shopping exercise wisely?

Many portable storage operators simply collect the competition's prices or rates. Yet that sets up the flawed mindset of selling by PRICE, effectively commoditizing the very products and services the operator hopes to profit from.



Is there any disputing that ALL operators want to get a HIGHER PRICE for their products and services? Why then focus on your competition's PRICE? Instead, focus on the competition's VALUE proposition, or absence of it, and provide a better VALUE to the customer. When prospects call your business to inquire about a PRICE, it is usually indicative of their lack of knowledge about the unique VALUE you provide.

Here's an example from my experience buying a video camera:

*I looked up electronic retailers on the internet and contacted several to ask about the price of video cameras. I was quoted some very low prices by salesmen at several companies. But another company's salesman started out by asking ME some questions: What kind of movies do I intend to make, how long will my movies tend to be, will I want to do much editing of the movies, do I plan to shoot indoors, outdoors or both, will other members of my family use the video camera, etc... After a while, I asked, "What does this have to do with the price?" To which he responded, "In order to recommend a camera that will meet your expectations for performance, yet not have features you don't need that will cost too much, I need to know how you will use the camera." This salesman EDUCATED me on the VALUE of his expertise and won the deal.*

Therefore...To maximize the benefit of your competition shopping, examine calls the way a customer would, only more scientifically. A customer would get a feel for certain elements of the potential transaction, and you need to assign a value to those feelings.



In addition, the customer is looking for help, sometimes not knowing what kind of help exists (like in my video camera example). So the more expertise (read "VALUE") the seller provides, the more likely the seller will be successful with a transaction.

Typical VALUE items to look for in shopping the competition are:

- Was the salesperson friendly?