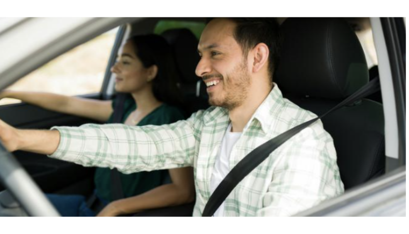
CPM Sales Play

Welcome to the Cents per Mile Sales Play! We're excited for you to utilize this guide in your day-to-day sales. We will provide detailed information on what to know, say, show, and do regarding CPM sales with Motus.

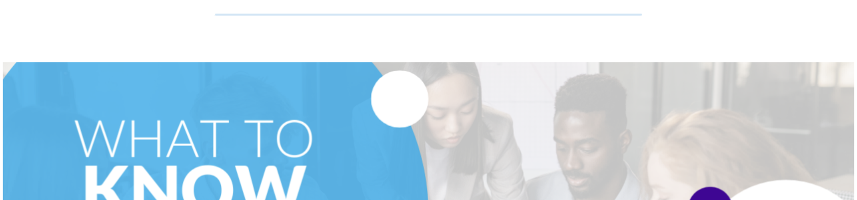
Motus Sales Playbook



The information in this sales play covers the sales process and the utilization of CPM product knowledge in prospecting, qualifying, and building pipelines.

To maximize the play, you'll need to use this information **in conjunction with the MEDDPICC qualification methodology**.

What to KNOW | What to SAY | What to SHOW | What to DO



Let's go into detail about each component that you need to know about CPM in your conversations.

DEFINITION & BENEFITS

CPM stands for Cents-per-Mile. Motus CPM reimburses employees based on a fixed rate per mile driven for business purposes.

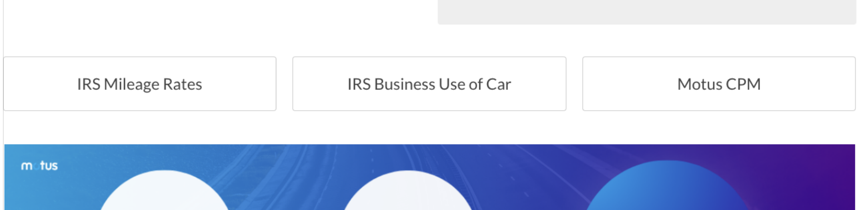
This program offers a simple, predictable, and transparent way to manage travel expenses using Motus's platform.

The most common rate with CPM is the IRS mileage rate [IRS Safe Harbor Rate]. Motus, as **TRUSTED ADVISORS to the IRS**, provides driver data to the IRS to establish tax codes for their yearly rate.

Benefits of CPM

- **Cost Control**: Motus provides predictable and easy-to-budget travel expenses.
- **Simplicity**: The Motus platform simplifies calculation and implementation.
- **Transparency**: CPM offers clear and consistent reimbursement, with easy access to detailed reports.
- **IRS Compliance**: The IRS sets a standard mileage rate each year. If companies use this rate, the reimbursements are tax-free up to that amount.
- **Consistency**: Consistent reimbursement rates simplify the company's and employees' budgeting and financial planning.

IRS Mileage Rates | IRS Business Use of Car | Motus CPM



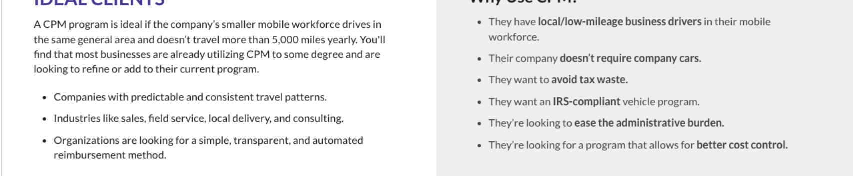
IDEAL CLIENTS

A CPM program is ideal if the company's smaller mobile workforce drives in the same general area and doesn't travel more than 5,000 miles yearly. You'll find that most businesses are already utilizing CPM to some degree and are looking to refine or add to their current program.

- Companies with predictable and consistent travel patterns.
- Industries like sales, field service, local delivery, and consulting.
- Organizations are looking for a simple, transparent, and automated reimbursement method.

Why Use CPM?

- They have **local/low-mileage business drivers** in their mobile workforce.
- Their company **doesn't require company cars.**
- They want to **avoid tax waste.**
- They want an **IRS-compliant** vehicle program.
- They're looking to **ease the administrative burden.**
- They're looking for a program that allows for **better cost control.**

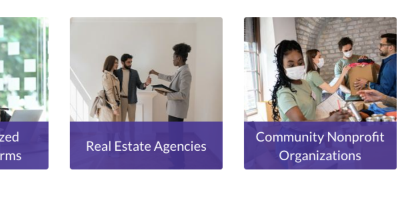


ADDRESSING CONCERNS

The CPM program deals with various business challenges related to vehicle reimbursements. As **79% of organizations use CPM** for some employees, it's a popular system for handling vehicle reimbursements.

However, CPM may not be suitable for every company, and concerns about its simplicity could prompt businesses to explore other programs.

To address these concerns, it's important to understand the options available to potential clients and advise them based on their specific business needs.



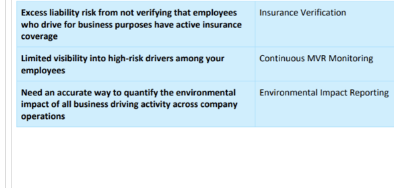
The following CPM product explanation overview covers the marketplace problem and feature usage of Motus CPM.

Market Problems & Problem-Oriented Capabilities

Market Problem(s)	Problem Oriented Capability
Reimbursements and controls for low mileage business drivers are in a separate system than (perhaps) mid-mileage and (probably) high-mileage driver reimbursements	Access to program controls and single-source visibility for business drivers when Motus platform is used
T&E system methods of mileage reporting are time consuming and inconvenient for mid-mileage employees (people that don't meet FAVR mileage minimums but drive for business purposes occasionally)	• Automated mileage capture • Simple mileage reporting workflow
Company has many low mileage employees that drive for business and lacks oversight and controls to manage risk exposure	Single platform creates access to add-ons like Drive Safe (Insurance Verification, Continuous MVR Monitoring) and Environmental Impact Reporting
Looking to pay employees more than the IRS rate while also minimizing the tax burden	
Excess liability risk from not verifying that employees who drive for business purposes have active insurance coverage	Insurance Verification
Limited visibility into high-risk drivers among your employees	Continuous MVR Monitoring
Need an accurate way to quantify the environmental impact of all business driving activity across company operations	Environmental Impact Reporting

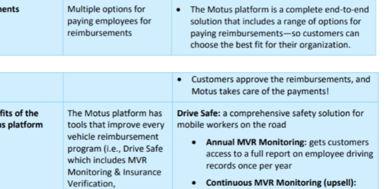
Key Program Features & Benefits

Feature	Feature Description	Benefit(s)
Mileage calculation module (low mileage drivers)	Low mileage drivers can report business trips by simply entering start and end points into our web portal and Motus automatically calculates the mileage	• Automatic creation of IRS compliant mileage log • Simple process for reporting a few trips per month • No other tools or tech required!
Automated mileage capture (mid-mileage drivers)	The Motus app automatically collects business mileage	• Simple driver experience • No recordkeeping required (saves time) • Automatic creation of IRS-compliant mileage logs
Tax- Free reimbursements	The Motus platform ensures approved CPM mileage meets IRS requirements for tax-free reimbursements	No tax waste for employers or employees
Payments	Multiple options for paying employees for reimbursements	• The Motus platform is a complete end-to-end solution that includes a range of options for paying reimbursements—so customers can choose the best fit for their organization.
		• Customers approve the reimbursements, and Motus takes care of the payments!
Benefits of the Motus platform	The Motus platform has tools that improve every vehicle reimbursement program (i.e., Drive Safe which includes MVR Monitoring & Insurance Verification, Environmental Impact Reporting, etc.)	**Drive Safe:** a comprehensive safety solution for mobile workers on the road • **Annual MVR Monitoring:** gets customers access to a full report on employee driving records once per year • **Continuous MVR Monitoring (upsell):** customers can improve visibility into emerging risks with automatic notifications that inform admins as soon as driving records are updated • **Insurance Verification:** ensures mobile workers comply with company driving insurance requirements that are simple and convenient **Environmental Impact Reporting:** Motus can help customers on options and impacts which helps companies align and meet their immediate, short-term and long-term goals: carbon neutrality, zero-emission fleets, etc. • Centralized reporting, controls and visibility across all business driving activity



Pros & Cons of CPM Table

Image | Updated 20 days ago



CPM (Cent-per-Mile) Product Overview

PDF | Created 6 days ago | 5 pages

Let's talk about what to say in your conversations with CPM prospects tied to the MEDDPICC qualification methodology.

Opening Statement

Metrics & Economic Impact

"With Motus CPM, you can get a tight grip on travel expenses by reimbursing employees at a fixed rate per mile.

***Many of our clients have seen their travel costs drop by as much as 20%** because of how accurately our system tracks mileage and automates reimbursements."*

Value Proposition

Decision Criteria & Decision Process

"I know ease of use, compliance, and accuracy are top priorities for you. Motus CPM hits all those marks.

*It's a **straightforward system where every business mile is tracked automatically**, and employees are reimbursed fairly—no headaches, no confusion."*

Addressing Common Concerns

Identify Pain & Champion

"I get that under-compensation is a real concern—it can lead to unhappy employees and even higher turnover.

*That's why **Motus allows for CPM rate adjustments** based on actual market conditions, so your team always feels fairly compensated for their travel."*

Competitive Differentiation

Competition

"You might be weighing other options, but here's where Motus CPM really stands out—it's transparent, predictable, and it doesn't come with the extra hassle of complex calculations.

Plus, our system automates most of the work, freeing up your time for more strategic tasks."

Closing Statement

Economic Buyer

"Motus CPM isn't just another reimbursement solution—it's a way to reduce admin work, control costs, and stay easily compliant.

I'd love to work with you to tailor this solution to your organization's goals, and I'm confident it'll resonate with your decision-makers too."

Qualification Considerations in Sales Conversations

- **Metrics:** Focus on the tangible benefits, like cost savings and reduced admin time, that the client can see and measure.
- **Economic Buyer:** Speak directly to what matters to the decision-makers, emphasizing how Motus CPM impacts the company's bottom line.
- **Decision Criteria:** Address the client's must-haves—simplicity, compliance, and accuracy—and show how Motus meets them all.
- **Decision Process:** Highlight how straightforward the decision process will be with Motus, reducing complexity for the client.
- **Identify Pain:** Zero in on the specific problems the client is facing, like under-compensation or compliance issues, and show how Motus CPM solves them.
- **Champion:** Identify internal advocates who will support your solution within the organization and educate them about championing Motus.
- **Competition:** Differentiate Motus by focusing on its unique combination of ease, transparency, and compliance support.
- **Coach:** Work closely with the client to navigate their decision-making process and align the solution with their goals.

You can use the additional program faqs below to learn more about our CPM program and how to position Motus CPM program with prospects.

EAM ONLY Internal Proactive CPM Enablement FAQ (Internal)

Weekly/Biweekly CPM Payroll FAQ (Internal)

CPM Weekly Biweekly CONCUR FAQ (Internal)

Q. What are the main benefits of a CPM program?

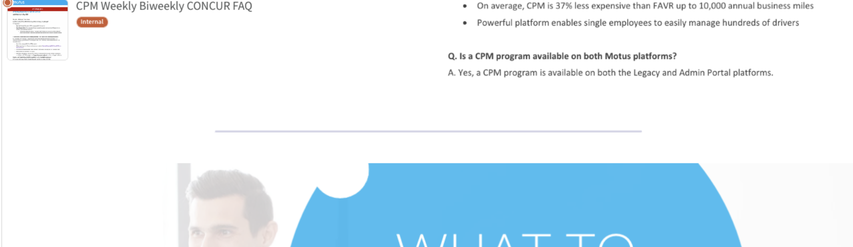
A. With costs that scale with mileage, relaxed mileage and vehicle requirements, tax-free reimbursements, and automated workflows, CPM programs are a good fit for low and mid-mileage drivers.

Additional benefits include:

- Automated mileage capture creates up to 20% savings compared to self-reported mileage
- CPM programs are tax-free and have flexible requirements for minimum business mileage, vehicle age, and insurance coverage minimums
- An automated program saves employees ~21 hours per year on mileage reporting
- On average, CPM is 37% less expensive than FAVR up to 10,000 annual business miles
- Powerful platform enables single employees to easily manage hundreds of drivers

Q. Is a CPM program available on both Motus platforms?

A. Yes, a CPM program is available on both the Legacy and Admin Portal platforms.



Use the following resources to showcase CPM in your conversations!

Motus.com for CPM | Motus.com CPM Resources | Highspot CPM Page | Why CPM Might Work for Your Company Blog

Motus

- Motus Sales Deck — Motus Sales Deck
- Motus Excels Where the Competiti… — Exploring your options for vehicle reimbursement? There are several options to choose from, but none more experienced or…
- 2024 Driving Employee Report — We surveyed over 1,600 mobile workers to get their thoughts on what's most important to them in a vehicle reimbursement program a…
- Partnering With Motus - CPM — Effective expense management programs are crucial for any company, regardless of its size or industry. But vehicle programs often go…
- Motus Mileage Tracking — As an employee, you're busy. The Motus App helps you save time by cutting out administrative work. How? Find out with thi…
- Motus Business Mileage App — Business mileage trackers are implemented to increase visibility, meet IRS compliance, decrease mileage fraud and reduce admin…

CPM Specific

- What's A Mileage Reimbursement — Mileage reimbursement programs are very common across industries and company sizes. But how does it work? And how does it impa…
- Vehicle Reimbursement: Cents-Pe… — Every organization has driving employees with unique reimbursement needs. Cents-per-Mile (CPM) programs can be a good fit for low an…
- Motus Reimburse: Cents Per Mile — A majority of companies in the US have a mileage reimbursement, or Cents-per-mile, vehicle program. But many are unaware of t…
- Variations In Mileage Reimbursem… — Traditional mileage reimbursement programs such as a cents-per-mile rate or flat allowance program fail to reimburse all mobile worker…
- Using Multiple Vehicle Programs C… — It's common for companies to have more than one vehicle program. Multiple vehicle programs bring flexibility. But, while…
- EAM ONLY CPM One Pager

CPM Case Studies

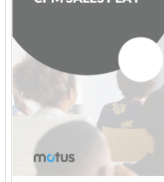
- CPM Program - Crescent Crown's R… — The VP of Finance at Crescent Crown Distributing reflects on the company's ROI with a FAVR program in this video.
- CPM Program - Key Energy Improv… — Key Energy Services wanted to automate their mileage log process to free up time for mobile workers. By partnering with Motus, they wer…
- CPM Program - Crescent Crown Ga… — Crescent Crown looked for a vehicle program that would allow them to fairly, accurately and defensibly reimburse their supervisors, sale…
- CPM Program - Columbia Distribu… — Columbia Distributing is a leading beverage distributor in the Pacific Northwest. Looking for equity and compliance across their mobi…

Reminder

Tailor the resources you share to your client's pain and metrics! Some of the resources emphasize Motus CPM, while others show options to move away from CPM.

Pitch Template

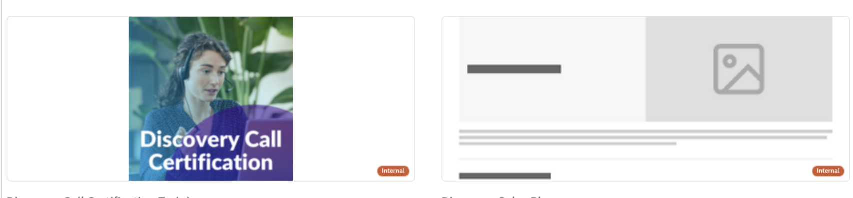
Send all the CPM-specific resources from our marketing team to your prospects in one pitch!



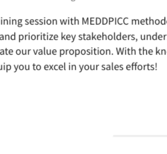
CPM Program Pitch Template

Pitch Template | Updated 6 days ago

Utilize this template to showcase the CPM program resources for your client's benefit!



With everything you've learned, let's talk about actions to take with CPM clients!



Discovery Call Certification Training

Learning Path | Updated 11 months ago

This discovery call training session with MEDDPICC methodology is beneficial in enhancing your skills to identify and prioritize key stakeholders, understand their pain points, and effectively communicate our value proposition. With the knowledge and tools gained from this training, we'll equip you to excel in your sales efforts!

Discovery Sales Play

Play | Updated 11 months ago

This guide offers advice for successful sales discovery calls, including pre-call preparation, client qualification, company pitching, and call content. It stresses the significance of gathering information, identifying pain points, and providing clear next steps. Real-life call examples and resources are included. The target audience is sales professionals.

QUALIFICATION

Assess whether the potential client's **travel patterns, industry, and pain points align** with the benefits of Motus CPM.

Use discovery questions to uncover these details. Dig deeper into the **client's decision-making process, criteria, and key stakeholders**. Identify the economic buyer and who has the final say.

"How do you currently manage travel reimbursements, and what challenges have you faced with this process?"

"What are the top priorities when selecting a reimbursement model? Who will be involved in making this decision?"

TAILORED SOLUTIONS

Develop a proposal that addresses the client's pain points and their decision criteria. **Based on the metrics gathered, include a precise ROI analysis.**

Ensure the proposal aligns with the economic buyer's goals and priorities. Address their concerns directly and provide data to support the financial impact. Leverage Metrics and Identify Pain to quantify the value Motus CPM will bring.

"Based on your shared travel patterns, we estimate Motus CPM can reduce your travel reimbursement costs by 20% annually."

ENGAGE

Schedule meetings to walk the client through the Motus CPM model, addressing specific concerns and questions.

You'll be able to use this time to build rapport and understand any other objections. **Focus on Identifying Pain and Championing.**

"Who within your team would benefit most from a streamlined reimbursement process, and how can we ensure they are fully onboard?"

EDUCATE

Provide hands-on training for the client's finance and HR teams to ensure their comfort with the Motus platform.

Use training sessions to solidify your role as a coach, guiding the client through implementation. **Demonstrate how the platform meets their needs to address any lingering decision criteria.**

"Let's go through how you can adjust rates with Motus CPM through groups to ensure compliance and fairness across different regions."

FOLLOW-UP & SUPPORT

Schedule follow-up meetings to ensure the client is satisfied with the implementation and to address any issues that arise. **Continuously nurture the relationship. Gather feedback** on the client's experience with Motus CPM. Use this feedback to make necessary adjustments and improve the client's satisfaction.

In follow-ups, revisit Metrics and Decision Processes to ensure the client sees the expected benefits and that the implementation aligns with their internal processes. Use the feedback to reinforce the Champion role and fine-tune the implementation to better meet the client's Decision Criteria.

"How are things going with the Motus CPM implementation? Are there any areas where we can provide additional support?"

"Can you share any feedback from your team about how the transition to Motus CPM has gone so far? How can we make this even smoother for you?"

Ask for Help

For further questions or concerns, talk to your manager or reach out to the following individuals.

Administrator | Administrator | Administrator