

## **Integrated Pest Management Sales and Marketing Curriculum**

### **Curriculum Outline**

Time Required:       Session 1—2 hours  
                          Session 2—8 hours  
                          Session 3—8 hours  
Suggested Class Size: 10 to 20 participants

### **Objectives:**

Learn consultative sales techniques through lecture, examples and practical exercises.

- A. Learn about the barriers to providing an IPM service and ways to overcome those barriers
- B. Learn specific IPM service methods and tools for three pests.
- C. Use group exercises to practice methods of selling an IPM service.
- D. Learn about Consultative Sales (how to do a needs analysis, handling objections, etc.)
- E. Learn where you should be in the market place, and how to sell what makes you different.

### **Session 1: Setting the Stage for IPM Sales**

Time Required: 3 hours

Instructors: 2, both IPM experts. At least one instructor should be a professional who owns or works at a business offering an IPM service.

- A. Discuss barriers to and difficulties in providing an IPM service.
  - a. How to price the service.  
For residential you may need to charge for inspections. For commercial, the inspection could be priced as part of the “proposal and needs analysis”. See below.
  - b. Informing the customer about the IPM service.
    - i. Explaining what the service entails
    - ii. Communicating to the customer how long it will take to get rid of the pests. No immediate dead bodies.
    - iii. Explaining the responsibilities of the pest control professional (PMP) and the responsibilities of the customers. Without the customer doing their part, the IPM service cannot work.
    - iv. Explaining that IPM does not include a “preventative pesticide barrier” around their homes. Customers have been trained by PMPs in the past to expect this. Now PMPs must train their customers to understand and expect an IPM service.
  - c. Overcoming a customer’s zero tolerance for insects. If after a persuasive discussion, the customer is still unable to conceive of tolerating any pests, that customer may not be a candidate for an IPM service.
  - d. Lack of appropriate information to give to the customer. Possible ideas for information include the following:

- i. Tri-fold short explanation of the IPM service
- ii. Explanation of baiting for ants, dos and don'ts
- iii. Customer responsibility wording for the service agreement
- iv. Articles or periodic newsletters

Use the above discussion to frame later class work so that discussions include practical ways of overcoming these barriers.

- B. Discuss practical and specific aspects of an IPM service (e.g. for rats)
- a. Over the phone, talk with the customer and explain the rat service and charges. If it seems appropriate, the PMP can mention that it will be an IPM service.
  - b. First visit. Thoroughly inspect the site. Explain to the customer what has to be done in the way of trapping, exclusion and sanitation and affix a price to each item. Discuss with the customer who will be responsible for each item. Offer to do as much of the work as the company has time and expertise for. Explain that the work must be finished before the second visit. Set the traps.
  - c. Second visit. Check traps and ensure that the exclusion and sanitation work has been done.
  - d. Third visit. Pick up traps. At this point rats should be gone. If traps are still catching rats, the problem has not been solved.
- C. Discuss a typical IPM service for other pests such as ants and cockroaches
- D. Other Points
- a. Discuss communicating clearly to the customer about what to expect. Customer cannot expect that all pests will be gone forever. It can be phrased as, "You will see a reduction in pests." or "We cannot guarantee that you will never see ants again, but if you do, we can guarantee that we will be back."
  - b. Discuss determining whether the customer qualifies for an IPM service. Elicit a discussion among participants about the traits of a good IPM customer.
  - c. Discuss trapping vs. poison baits in a rat IPM service.
  - d. Display a variety of equipment used for monitoring, exclusion and pest control. Discuss pros and cons of various designs and brands.

### **Exercise: Making IPM Your Own**

Goal: Develop a succinct explanation of IPM to use with customers.

Explain to the class that when they are talking to customers they will need a succinct way to explain IPM in words they understand and in words the PMP feels comfortable using.

For instance, one could say the following:

An IPM program focuses on pest prevention. We work with you to find and eliminate places where pests get in, their food and their hiding places. We use non-chemical methods first and we take them as far as we can go. As a last resort we may have to use a pesticide but we would use it as a spot treatment.

Divide the class into groups. If companies have sent several people to the class, divide the class into groups by company. Otherwise divide the class in a convenient way. Ask

groups to work together to write down a short explanation of IPM for their customers. Remind the class that IPM is the process and not the definition.

Pass out Handouts 1 & 2 (see next page)

After 10 to 15 minutes have representatives from each group present their explanation to the class. Critique the explanation.

#### E. Role-Playing Exercise to Practice the IPM Explanation

- a. Choose 3 people to make a pitch to sell an IPM service.
- b. There are 3 different scenarios. Each assumes that the IPM pitch is made after a needs analysis. The presenter can make assumptions as to the findings during the needs analysis. See below. The customer's role can be played by a student of an instructor.
- c. First scenario: present to an existing customer who is the property manager of a large office building. He is happy with your existing service but now you would like to sell him an IPM service for the building.
- d. Second scenario: present to a young mother who has small children. She has fleas in her house and she is concerned about them biting the kids. She's looking for a safe way to solve the problem.
- e. Third scenario: present to the manager of an apartment building who is looking to change PCOs. The manager has a tenant who is complaining that she doesn't like pesticides sprayed around her apartment.
- f. Give 10 minutes to prepare.
- g. After each presentation, discuss with the class about what they did well, what could be improved and how successfully the IPM concept was made. Critiques should be focused on the IPM explanation.

## Handouts

### Handout 1

## The Elements of an IPM Service

### The IPM Decision-Making Process

- IPM is a decision-making process that guides pest managers toward efficient, effective and sustainable pest management. IPM has many conflicting definitions. It is the decision-making process that determines authentic IPM.
- IPM uses multiple strategies, with emphasis on prevention and non-chemical techniques.
- Not all available strategies will work in all locations, and sometimes PCOs will have to experiment to solve a problem.

### Elements of an IPM Service

1. Establish a partnership with the client that facilitates client education, participation in problem solving, and feedback.
2. Record detailed information about the pest problem(s) from the client, either on the phone or in person:
  - a. Type of problem/pest(s)
  - b. Evidence of problem/pest(s)
  - c. Location of problem/pest(s)
  - d. History of the problem(s)
  - e. Actions already taken by the client (or prior PCO) and results
  - f. Incidents, actions, weather conditions, etc. that occurred around the time the pest problem was first noticed that might be linked to the pest infestation
3. Thoroughly inspect the property.
  - a. Identify key pests.
  - b. Prepare a written list/map of
    - i. Key pests discovered and locations
    - ii. Number of pests/amount of damage
    - iii. Sources of infestation
    - iv. Conditions conducive to pest infestations
    - v. Potential problems
    - vi. Recommended actions for the client to implement
    - vii. Recommended actions to be taken by the PCO
4. Educate the client about IPM and the PCO-Client partnership that will be necessary to solve a pest problem.

- a. Discuss the responsibilities of the PCO and the responsibilities of the client.
  - b. Discuss the possible outcomes of the treatment methods, how long they might take, what to expect.
  - c. Discuss why IPM is a better approach (e.g., long term solutions, more effective, less pesticide use).
5. Establish a periodic monitoring program. Subsequent monitoring may be less detailed but should at minimum cover the following:
- a. An evaluation of the success of actions taken by client and PCO
  - b. A check of problem areas and key pests
  - c. An inspection for new problems
  - d. A record of pertinent observations
  - e. A record of treatment actions taken
  - f. A record of the results of treatments
6. Determine treatment thresholds.
- a. Discuss with the client his/her concerns and needs.
  - b. Assess the severity of the problem.
  - c. Determine if treatment is necessary.
  - d. Record information.
7. Choose strategies to prevent, suppress, or eliminate the pest:
- a. Strategies are usually categorized as exclusion, habitat modification, sanitation, physical/mechanical controls, cultural controls, biological controls, and chemical controls.
  - b. Strategies are chosen to be least hazardous (to the client and the environment) and to be most effective. Chemical pesticides are used only when absolutely needed.
  - c. Strategies are evaluated to fit the pest's life cycle, the client's needs, the site, and the surrounding environment.
  - d. Actions taken are recorded.
8. Determine how to prevent future infestations.
9. Evaluate the success of all actions taken and record results.
10. Adjust and fine-tune the pest management process as needed.
11. Maintain regular communication with the client and continue their pest management education.

## **Handout 2**

### **Bio-Integral Resource Center's**

#### **Definition of Integrated Pest Management (IPM)**

- IPM is a decision-making process that emphasizes pest prevention and non-chemical methods.
- Inspection, monitoring and record-keeping are used to determine if, when, where and which treatments are needed.
- Site-specific treatments are selected from available biological, cultural, manual, mechanical, physical, educational, and chemical strategies. They are used within an integrated program to achieve long-term solutions that minimize hazards to human health and the environment.
- Reduced-risk chemical controls are included in the treatment program when non-chemical methods are insufficient to solve the pest problem in an effective and affordable manner.

## Sessions 2 and 3: How to Sell IPM

Time Required: 14 hours over 2 days

Instructor: Should be an expert in sales and have experience in sales at a pest control business offering an IPM service. The instructor should use personal experience as examples throughout the training.

Reference material should be *Basic Training for New Managers* by Lloyd Smigel.

- A. Discuss why offering an IPM service will increase business.
  - a. Increases the professionalism of the business
  - b. Allows setting prices higher
  - c. Better for the environment, less pesticides used
  - d. More effective in managing pests
  - e. Lessens the possibility of pesticide resistance among pests
  - f. Distinguishes the company from others
  - g. Lessens the possibility of lawsuits because IPM is state of the art
  
- B. Who are you in the market place? The “Pricing Trap”.
  - a. Most PCOs don’t have their spot in the market place well defined.
  - b. Example: Are you a Cadillac dealer or a used car dealer? Although Cadillacs have 4 wheels, front and rear bumpers, they are not the same as a used car. Explain to the customer why a Cadillac is better than a used car. More features (e.g. On Star, side air bags, better guarantee, etc.).
  - c. Don’t strip off features to be price competitive with a used car dealer. It’s not who you are.
  - d. If customer is happy with “spray jockeys” from other companies getting only minor control of the pest but charging a cheap price that’s fine but that’s not who you are.
  - e. There are lots of cheaper companies. Can you get more business if you cut price? Yes. Do customers want a Cadillac at a used car price? Yes. Don’t yield to that pressure.
  - f. You don’t want the restaurant customer for \$30/mo.
  - g. No company can do it all. Offer services you are comfortable with and do not try to take on too much.
  - h. Using dogs trained to detect dry wood termites may not work for you. They are very good at detecting termites (90% accurate) while humans are 35% accurate. Most termite inspections are referred by the seller’s agent who isn’t necessarily looking for problems. It’s hard to market termite inspections to non-real estate transactions.
  - i. Many non IPM companies pay their service techs 25% of route production which may be about \$8,000/mo. An IPM company that stresses high quality service may pay the service tech 20% but the route production can be \$15,000/mo.
  - j. Know what you are good at. Stick with one market.
  
- C. Consultative Sales
  - a. Introduction
    - i. The sale begins when you walk into the room. You only have one chance to make a good first impression.

- ii. Instructor acts out an example of what not to do. (Do not speak during the demonstration.)
    - 1. Knock on door too softly
    - 2. Avoid eye contact when entering room
    - 3. Fumbling for business card
    - 4. Hand shake too hard, too soft or a finger shake
  - iii. Ask the class whether they would buy from the person they just saw. Although no words were spoken, the initial actions leave a lasting impression. A poor first impression can lose the sale.
  - iv. Next, instructor shows the class how to enter the room, leaving a good first impression without saying a word.
    - 1. Strong knock on the door (but not too loud)
    - 2. Never lose eye contact
    - 3. Firm hand shake
    - 4. Seamless transition of handing business card right side up
  - v. If prospective customer doesn't look up when you walk into room, just sit down. Expect them to take control. Give them control.
  - vi. Treat a woman the same way you would treat a man in the same position.
- b. Building Rapport
- i. Never talk about sex, religion or politics. You may have different values and you are not going to change the customer's values. If the customer brings up any of these subjects, say the company doesn't want you to go there. Then say, "I'm here to..."
  - ii. Make the customer comfortable. Avoid awkward moments, uncomfortable silences. For example, if you are both standing after the handshake and the customer makes no move to sit down or ask you to sit down, you should take charge and motion to sit down. Cumulatively, awkward moments add up.
  - iii. In your opening small talk, try not to use the most obvious clichés of weather and sports (you don't know where their loyalties lie). Instead, say something about how friendly (or cheerful or helpful, etc.) the office personnel are (assuming it's true). Talk about what other sales people don't talk about. Be observant. You may find clues around the room that help suggest topics. You may find suggestions of things you have in common. It will be more engaging and meaningful if you know something about the topic. If you see a bowling award on the wall, don't start a conversation about bowling unless you are an excellent bowler.
  - iv. By close observation, you will learn in this stage how the customer likes to communicate, how sociable they are, whether a sense of humor is important, whether the presentation should be made quickly.
  - v. Building rapport should be no more than 5 or 10 minutes. Make sure you don't waste your time (or theirs).
  - vi. Practical example: Set up a scenario and ask students to pair up and play the part of IPM sales person and prospective client from the introduction through building rapport.

c. Purpose

- i. This is the transition point of the sale. Now you are stating the purpose of your visit.
- ii. Say something like “Mr. Jones, the reason I’m here is to see if our IPM service will benefit your building (or is right for your needs, etc.). I have some questions I’d like to ask you, and afterwards, I would like to inspect your property. Then I’d like to come back tomorrow with a proposal.” Be careful with this transition. If you are too abrupt it will sound as if you weren’t really listening to Mr. Jones before this transition. If you are skillful, you can guide the building rapport conversation to pest management/pests as a lead in to the purpose of your visit.
- iii. Respect Mr. Jones’ space. Ask permission if you have to set something down or move something.
- iv. For a residential customer, the process is the same except that you may say, “Hello Mrs. Jones, I’m here to service your home.” Maintain eye contact, and be respectful and professional.

d. Needs Gathering

i. Needs Analysis

1. In this phase you want to find out what the customer’s needs and priorities are, and then propose a way to fulfill those needs. You are not selling a service at this point because you don’t know what the problem is.
2. Ask if you can take notes.
3. What to do if they say they already have a pest control service that they are happy with:

Try to get permission to do an inspection. You want to see what their problems are so you can make a proposal.

If the customer asks for you to simply give them a price, say that without an inspection you cannot know what the problems are or what the price should be. It is like a taking your car to a mechanic and asking for a price before he knows what’s wrong with the car. Say that you will give the customer a proposal after the inspection, after you see if there’s a need.

Ask if someone can accompany you on the inspection so the customer will know that your statements in the proposal are true. Say that if you find problems, you’ll provide recommendations and ideas. If I don’t find anything, the customer should keep the company s/he has.

Tell the customer that before you go on the inspection, you’d like to sit down and ask a few questions.

4. Ask analyzing and leading questions. What have you heard about the pest control business? What are your concerns? I want to avoid problems and keep you satisfied. What do I need to do to make you happy? What pest problems do you know about? What about

scheduling the time of service? How quickly do you want us to respond to a problem? The more questions you ask, the more you will learn.

5. Don't be single minded. If the customer asks questions during the needs analysis, answer them. It's rude not to. For example, if they ask how much for the service, give them a ballpark figure and then ask if that answered their question.
  6. You need to find out what they have at their physical facility but also what is in their head.
  7. It's most important to try to get someone from the company to accompany you on an inspection. They become the inside person helping to sell the job for you because they saw what you found. Educate them on IPM during the inspection so they can pre-sell the concept. You are also building rapport. As a PCO you can't get overly excited about the problems but the person going with you can and report back to the prospective customer.
  8. The inspection justifies a higher price because you have documented problems.
  9. Don't overlook taking some equipment apart, say a meat cutter to look for roaches. The closer you find roaches to a food source, the higher the value of the service to manage them.
- ii. Prioritize
1. Listen and take notes. From the customer's tone and degree of intensity, you will learn his or her priorities.
  2. Number them.
- iii. Summarize
1. After the conversation, make sure you understand the customer and repeat his/her desires.
  2. Start with the lowest priority and end with the highest.
- iv. Trial Close
1. End the needs gathering with a trial close. "If I can meet your needs would you be interested in our service?"
  2. Or say, "What your saying to me is if we can take care of those problems, meet scheduling and time constraints, we can have the job?"
- e. Present to the Needs
- i. Your goal is to make the sale AND leave everyone satisfied. Think real estate agent rather than used car salesman. Real estate agents usually do a great job of determining their customer's needs (e.g. price range, location, number of bedrooms).
  - ii. The ideal is to let the customer know how bad things are and how poorly they've been serviced without denigrating the competition.
  - iii. Address the customer's needs. Don't mention items the customer didn't bring up until after you have discussed each of the customers needs. At that point you can mention a few extras the customer might not have thought of.

- iv. Don't start from the beginning of the proposal like a talking head. And especially don't use a talking head video or promotional piece. Customers want to ask questions and will not sit through a video or read material before asking questions.
- v. A presentation book about your company is a good tool. It can include photos of people, information on the company, technical information, safety, training, community commitment, pertinent articles.

Use it as a reference if a question comes up. Make sure you can turn right to the reference. Make more than you think you will need. Make a note of things the customer asks about that aren't in the presentation book and add it later. All questions should have supportive information. Use color when possible. Use the presentation book only as a tool and in conjunction with the presentation to the needs. It's not going to close the sale on it's own. Use digital photos taken during your inspection.

- vi. Important to be yourself, honest, even vulnerable. P/As then don't feel threatened or conned.
- f. Features and Related Benefits
    - i. When presenting to needs, it is important to present the features and related benefits for each specific need.
    - ii. An example: You could say this is an IPM service (the feature) we are offering which means that the service will have the benefit of long term control of pests that you said was important to you.

- g. Handling Objections

- i. Pricing Objections
  - 1. The customer asks you match someone's price.  
You could say, "They are providing a temporary fix and we are providing a long term cure. It takes time and effort. We could match their price but you would have the same temporary fix and still be left with the problem. Give us a shot. Let us prove it to you." Then say no more.
  - 2. The customer is obviously shopping for a low price.  
This kind of customer should be referred to someone else. You could even say that if the customer still has problems after their service, give you call. "We take care of the problem through IPM. We offer a good service." You should sound a little arrogant.
  - 3. The customer tells you that if you drop your price by 2/3, you can have the contract.  
You can respond, "Which 1/3 of the property do you want serviced? Trust me, you are getting \$300 worth of service. If I did \$100 of service you would still have the same pest problem and you would be paying me \$100. The difference in price is every location not inspected, no sanitation recommendations, no findings.

(Can you go into a high quality restaurant and offer to pay the Denny's price? Is the high quality restaurant going to lower their price for you?)

4. Is price the problem when you didn't get the bid?

Example: A purchasing agent (P/A) receives 11 bids from PCOs. Larger PCOs provide thicker proposals (more filler?). P/A tracks how long each PCO spent on site. The cheapest bid of \$85 spent only 6 minutes on site. The \$250 bid spent more time on site but didn't have findings and recommendations to justify the higher price. The \$750 bid got the job because the company spent enough time on site and had detailed findings and recommendations.

ii. Other Objections

If you do a good job on the needs analysis and presenting to the needs, there shouldn't be any objections. Evaluate why you didn't answer the objection during the needs analysis.

1. The customer expects you to spray.

You can say, "That's the old way. The industry is changing. We don't have to spray where there aren't any problems. We are now finding where the problems are and going to the source." If they still want the old way, don't take them as a customer. If you do a perimeter spray at the house and there is a problem leading to a lawsuit, the jury will hear "you knew better, but for money you did it anyway."

2. The customer wants to end the service since the problem is solved.

You need to sell the idea that the ongoing monitoring ensures that you are staying on top of things. Explain that if the customer leaves and problems recur, there will be another one time intensive fee.

3. The customer is worried about who is coming into their house.

Have pictures of service staff, with their bios. Mention background checks. Mention licensing.

4. The customer says s/he would like to think about it.

You can respond, "I understand you would like to think about it and that's OK. Can I call you tomorrow? By the way, is there something you are hesitant about I can help you with? Is there a problem with the price? Let me call the office and see if we can schedule you when we will be in the area. It may take a little longer but it would save our guys a trip and reduce the price." Give a rational reason for lowering the price. Get permission from the office.

h. Close

i. The close should be part of the continuous flow of the sale. This is where you ask for the sale. You can use the trial close to handle this part.

ii. Don't miss the buying signal when the customer says something like "that looks good". Stop and listen. Don't bring up extraneous information. If you make a mistake and talk too much, stop and move on.

- i. Follow-up
    - i. The sales person should call the service tech after the work is done and ask how things went. Find out if there were problems, and then call the customer. You look informed and can respond to the problem.
    - ii. Ask for a referral after the service is done and they are happy with it.
- D. Liability Issues
- a. It is very important to have contract language to deal with customers who refuse to follow sanitation recommendations. The contract can say, “If the customer does not follow the PCO’s sanitation recommendations within 30 days, customer has two options: PCO will clean up at \$90/hr or customer can hire a new PCO.” This can actually help sales when the customer knows you’re serious and wants to seriously solve a pest problem.
  - b. If you fail to act on the sanitation problem and are taken to court, the jury will hear that you continued to take money from the customer without acting to solve the problem.
  - c. Don’t be a scapegoat and fall into trap of “We have a PCO and it’s all their fault we have pests.”
  - d. Lawsuits have cost one office of a large national company \$60,000/mo. in legal fees.
  - e. Biggest problem in business is that people don’t do what they say they will do. For example: if you tell a customer that you will be there between 2:30 pm and 3:00 pm, be there by 2:45 at the latest.
- E. Training
- a. Training is important. In Florida, 85% of lawsuits against PCOs occur because of a lack of training, lack of compliance with contracts or no supervisory controls. Training budgets for most companies are less than 1% of revenue. It should be a minimum of 4% unless there is very little employee turnover.
  - b. For training, don’t just stick two people in one vehicle for 3 months and call it training. Training needs to be planned, verifiable and certifiable.
  - c. Have office staff train service techs in filling out forms.
  - d. Limit videos to less than 2 hours at a time. Don’t use outdated videos.
  - e. Test after any training. Make sure you go over the test before the training so they understand. They must get 100% on test or take the test over. Why should you care about this? What if you are sued and the question the tech missed had bearing on the suit?
  - f. Consider having the front office well trained and even licensed so that when a customer calls, the right information can be obtained and schedules made in one call. If another call is necessary, train office staff to say, “George is the right person to get back to you. He’s a great guy, really knows the business. Give me your phone number and he’ll get back to you within an hour.” This helps pre-sell George and gives the customer information on when to expect a call. Make sure you follow up. Don’t say, “The sales guy is out of the office, he’ll get back to you.”

- g. Managers and owners should not make excuses about there not being enough time for training. Cross train people so they can back each other up during vacations and illness. Have managers fill in.

F. Miscellaneous Sales Information

- a. Newsletters are a good sales tool. If there is a lawsuit against a PCO, product or manufacturer that makes the news, explain why your company is proactive and not affected.
- b. If you don't communicate, inform and remind customers, a wall builds up. Customer needs to know that your company is on top of things.
- c. Treat every customer as you would treat your mother. If you can't do that you shouldn't be in business.
- d. Make sure service techs are presentable; clean and with uniforms that are not torn, trucks clean and in good condition.
- e. Little things can make a difference; bring up the customer's newspaper, leave a note on a card, not just a door hanger.
- f. While driving your service route, if you see a new business opportunity such as a new restaurant under construction, turn it over to a sales rep.
- g. Don't close the office over lunch. Don't be all sales and no service. For example, it's great to have a big advertisement in the Yellow Pages that says what your company does, that you take credit cards, and have an 800 number, but if your phone rings and no one answers, the customer has the Yellow Pages open and easily goes to the next company.
- h. Sales, service, and the office are equally important. All 3 must work together to make a good business.
- i. When a service tech is at a customer's location and the customer has a question about a bill, call the office for them. If the office is backed up with calls and can't handle the question, they should call back. *Remember to call back.*
- j. One of the biggest problems in sales is selling more work than your company can get done. Don't waste sales staff time and advertising dollars with understaffed and/or under trained service staff.
- k. The unserviced account rate average is 2-3% (many are less than 0.25%) for residential and close to 0% for commercial. Anything much higher needs attention. Unserviced accounts are those that are not serviced within the month they are scheduled.
- l. What if a customer asks you not to come out this quarter because they are having some yard work done and then expects a price discount? When job is sold, state that the service is for a set price per year (or quarter). If there is something unusual that requires rescheduling make sure it is rescheduled and not passed up without charge.
- m. 80% of sales are made by 20% of the sales people.
  - 80% of sales are made after the 5<sup>th</sup> contact
  - 48% of all sales people give up after the 1<sup>st</sup> contact
  - 25% of all sales people give up after the 2<sup>nd</sup> contact
  - 12% of all sales people give up after the 3<sup>rd</sup> contact
  - 5% of all sales people give up after the 4<sup>th</sup> contact

It is important to be organized and to have a support structure to help you to keep going back.

- n. If you send someone information, follow up with a call to see if they received it. If there's a hesitation, say, "I know you get a lot of information. I'll send it again to your special attention. I'd like a shot."
- o. Don't be afraid to schedule appointments at times that are convenient for you. Even if you have to schedule quite a bit in advance. Take the lead in establishing the time but give options. This allows you to group appointments with less travel and gives the impression that you have other appointments.
- p. For residential sales, accommodate the customer as much as possible and be on time.
- q. Situation: What do you do when you arrive at a residential customer's site for a proposal and there are 5 other pest control companies there?  
Suggestion: call the customer and say, "I was just driving by and noticed that there were several pest control companies at your house. I would like to make another appointment with you when it's less crowded and when you and I can talk." Get her not to buy from anyone until she sees you.
- r. "Things may come to those that wait but only the things left by those that hustle."
- s. Don't use lawsuits against PCOs that make the news as a scare tactic. If the customer asks, then you can discuss the issue.
- t. As a tech, minimize your travel over time by trading closer accounts with outlier accounts.
- u. Assemble appropriate leave behind material. Customers like to get things afterwards to read. Don't overload the customer, though.
- v. Trade shows can be good for business, but they take a lot of planning and staffing. You will need to plan staff follow-ups too.
- w. Joining the Chamber of Commerce doesn't mean new business will come your way. You need to be active on committees and establish relationships.
- x. If you are working for a property manager that moves to a new job, find out where s/he moved to and try to get new business from them. They are great leads.
- y. Expend as much effort keeping the customers as you have expended in getting new customers. Why sell 20 accounts and lose 15? Sell 15 and lose 4.