



LEGION

PEST CONTROL

2024 SALES MANUAL

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EXPECTATIONS

Morning Meeting

- 9:00- 10:00
- No food

The Summer Season Expectations

- Dressed in full uniform with iPad!
- Late policy 9:01+
- First sale, last sale, top sale. Shots for prizes
- Grand slam -> all three (pair of shoes)
- Pick up after yourself, straighten chairs.

Knocking

- 10:30-3:00pm
- Max 1 hour lunch (no going back to apartment)
- 3:00-dark (knock 20 minutes past sunset)

Area

- If kicked out, call Team Leader for new area. If you are not the driver, Uber to your new area.
- 75% of your area needs to be knocked before getting new area.
- When asking for area, do so the night before morning meeting. If not, you will spend the day in the same knocking area as you had the previous day.
- Divide your area into portions and knock part of it in the morning and then re-knock the same doors in the evening. (look for signs of life, car in the driveway, lights on, A/C unit running)

Car Groups

- Keep your car partner accountable (Don't be lazy).
- Throw away trash in your car partners' car.
- Pay your car driver \$5 each day.

Saturdays

- Knock until 4pm.
- If you want to knock past 4pm to reach your weekly goals, DO IT!

Shadowing

- Shadowing is only an option if you have completed everything above.
- You need to come 30 mins early (8:30am) to meeting and do role plays (text Team Leader the night before to confirm).
- Shadowing happens in the morning if it's needed (NOT EVENING)
 - Shadowing doesn't fix what you need adjusted, coming in early to do the role plays is when problems can help be solved.

Communication

- No negativity within the office (Don't be the cancer rep).
- No negative comments in the group chat.
- Post sales in the group chat, support others' sales.

Pay Days

- Accounts are to be paid on every two weeks. You are only paid on serviced accounts. Pay days are the 20th and the 5th of every month. Payments are as follows:
 - o 20th of the month: Accounts serviced the 1-15th.
 - o 5th of each month: Accounts serviced the 16th-31st.

Miscellaneous

- **Rookies must service 5 accounts every week**
- **Experienced reps must service 7 accounts every week**

MENTAL TOUGHNESS

Only you can control what's going on in your mind. Only you can control what thoughts or words you're saying to yourself. How you react to success, failure, rain, heat, rejection, hunger, or any other of the many things you will encounter this summer is purely up to you and no one else! It's important to remember that how you react to adversity determines what the immediate future holds. If you get a sale and find that one sale is satisfying enough to lose the drive to keep pushing for another sale, then you will most likely only get one sale that day. If you use that one sale as fuel and energy to continue to push and exceed your goals, then that's what you'll get! Hall of Fame linebacker for the Baltimore Ravens Ray Lewis once said, "**Effort is between you and you.**" Truer words have never been spoken. ***Do not let others determine your outcome.*** That's for you to decide.

Every day you will set goals. These daily goals will ultimately lead you to accomplish the bigger overall goal for the summer. It will not be easy, but nothing good comes easily. If someone tells you no, use that as motivation to find a yes. If someone says yes, don't be satisfied! Keep pushing to be even better. The best players on a team, the best salespeople in a business, the best leaders in the world, are often not the most talented. The best individuals in these groups are almost always those that never quit! They are the ones that are never satisfied with their accomplishments. They are the ones that never stop grinding.

KNOW YOUR “WHY”

What is it that motivates most people to work? The most common answer is money. While this is always going to be the primary motivation, it is not the most effective motivation. This is because money is an extrinsic motivator, which are always short lived. Motivation can be defined as “the desire or willingness someone has to do something.” Just having a desire or an intent to do something does not equate to actually getting it done, furthermore, having a willingness implies a need to be persuaded or pushed into something beyond their own natural drive. Dig deep and find your intrinsic motivators, for example your “why” could be to prove others wrong that you can do something hard. These intrinsic motivators will be much longer lasting.

What is most important about your WHY is that it is unique to you, having a reason or a purpose is what will push you and keep you going more than anything else. Having a purpose is to have a greater cause that provides a sense of pride and accomplishment that money typically cannot provide. When you have a purpose, you should wear it as badge on your sleeve, loud and proud, and you are expected to be accountable to that purpose. You don’t want to let that purpose down. You don’t want to face the idea of failing that purpose. It makes you get up when you’ve been nothing but knocked down. All the money in the world can’t do that.

We promise you that as it gets hot, as you get rejected, as no one answers the door, or as you have a slow day or week; the idea of money or a paycheck will not be motivating enough to make you knock that next door, put your phone away, or make you get off the park bench.

KNOW YOUR WHY.

CONFIDENCE

Top reps say it is a necessity for success to have full *confidence*. Whether it comes naturally or not, confidence is a quality that can be nurtured brick by brick through individual effort and commitment.

One of these bricks is ***knowledge***. Having knowledge about the company, the service standards, products, service options, pricing, competition, etc. allows you to be properly prepared for almost any scenario you may encounter on the doors. Gaining this knowledge is a direct result of your commitment to attending the trainings, asking questions, reading this manual, attending pre-season sales trips, and the efforts you make on your own outside of work-structured settings.

As you gain the knowledge necessary, you will be able to identify the problems your customers have, and with that knowledge, provide the solutions needed. Frequently, you will encounter customers that either,

- A.) Have a problem but will not acknowledge it to you.
- B.) Don't even know they have a problem to begin with.

It will be your job to be able to bring their pest issues to the forefront and show them how you can resolve those issues for them. This process will be imperative to your success.

Ultimately, your commitment, combined with the provided trainings and resources, will gradually provide you with all the knowledge you will need to give you the confidence to achieve your goals.

----- THINK POSITIVELY -----

Another brick towards mastering the confidence needed is ***Thinking Positively***. Henry Ford, the founder of Ford Motor Company said, “*If you think you can do a*

thing or think you can't do a thing, you're right." Your perception on something is your reality no matter what anyone else may perceive. Having a more optimistic or positive perception on all things specifically related to this job is one of the biggest differences between top performing rep and a middle of the pack rep. Choose to be the top perform, because why not?

Two different reps can see the same house and predetermine two completely different outcomes before even knocking the door.

Take a Look at the House Below:



One's natural reaction may be to predetermine that these people do not care about their home or yard. You may think that they could care less if they have a bug problem or not. You may even consider skipping the house without knocking on it. On the flipside, someone else may look at this home and say to themselves that these people definitely want pest protection because they probably have a problem. You may say to yourself that they've been meaning to get around to it but just haven't had the time yet. Fact: Regardless of their opinions, neither one of the reps knows anything about the situation of the home or the home owners. Someone may have just moved into the home wanting to make it look better outside and in. An elderly person may live there with the inability to take care of

things themselves but would love to have the help of a pest protection company. You don't know until you ask.

Clothing icon, Daymond John of Shark Tank said "*It takes the same effort to think big as it does to think small, so might as well think big.*" Now does this mean that you will succeed every time you try? It Depends, if you view the interaction with a potential customer as success solely on if you sold them our service or not then No. What we would encourage you to reflect on after each interaction are the small victories such as, did you make them smile or were you able to get through your whole pitch.

Look at every home as a new opportunity to succeed. While walking up to every door, convince yourself mentally as to why that home wants or needs pest protection. Maybe they want it because they have a perfect yard. Maybe they want it because they have bug issues in the eves. Maybe they are next to pond and can't enjoy their outdoor patio. Or this house wants it because they have kids and they want the protection.

Do you see what I'm getting at? It is all about perspective and positive thinking. Henry Ford also said, "*Failure is simply the opportunity to begin again, this time more intelligently.*"

The saying, "Look good, feel good, do good" is very true in business and life. When you look good, you naturally feel more confident about yourself in front of others, and that is portrayed in your communication. That is why having a clean, well-groomed appearance is another brick to building your confidence. It is also important that your shirt is clean, without stains. Make sure that your shorts are simple, typically solid colored and suitable for walking around in the hot sun all day. Make sure they react well to sweat. Golf style shorts are recommended. This will help you be more presentable and have a better first impression.

NON-VERBAL COMMUNICATION

----- POSITIONING -----

Believe it or not, you can actually ruin your whole sales process before the door is even opened purely by the way you are standing while waiting for the customer to come. Customers are looking at you through windows and door holes most of the time before you even notice them.

Before even getting to a potential customer's home, you need to have absolute perfect non-verbal's. Never sit on a curb (even waiting for your car partner to pick you up). You should always be busy. Never walk sluggishly from house to house. The best reps are always quick to the next house. This shows the neighborhood you are actually busy taking care of homes. Someone is always watching you, whether that be someone looking out their window, driving past you in their car, someone walking their dog, or their security camera. When you knock on the door of the person that drove past you in their car you already have credibility because you chose to not sit on the curb when they drove by.

It is important that while you are waiting on the door step you keep in mind these things:

- 1. Don't Be Intimidating.** The best way to position yourself to be more welcoming is to stand sideways at a 45 degree angle. Doing this will present your body in a smaller and shorter manor, while also seeming very casual and relaxed. This will in turn allow the customer to feel more comfortable and relaxed when assessing whether to open the door and speak with you or not. If there is a wall, pillar or railing that is stable, it is suggested to lean on it in order to seem more casual and relaxed, this also helps if you find yourself shifting your body side to side which shows them you are nervous. Be grounded in your stance. This will separate you from the stereotypical door-to-door guy.

2. **Look Busy.** While waiting for the customer to open the door, do not look bored, tired, or disinterested because they will feel the same about you. Look at your iPad, go through the tech schedules and sales numbers for the day/week, or do something else that will show you are busy with something important. This will also spur interest within the customer as to why you are at their door. You can also use it to seem like you're in a bit of a hurry because you're so busy, which can help create urgency.
3. **Smile.** Make sure that one of the first things a potential customer sees when opening the door is your smile. Having a smile or even thinking of something that makes you laugh, just as they open the door, will inevitably bring a smile to your face and their face as well. Smiling is contagious. If you can put a smile on their face or make them laugh, the barriers will be broken down almost completely.
4. **Head Nods.** You want the customer to agree with you. Simply head nod, which in return the customer will begin to agree with you, without even realizing it. The best time to head nod is at the end of every sentence. This will help you to have them be engaged with the conversation.
5. **Eye Contact.** Look but don't stare. Having good Eye Contact is very important. Having good (but not too long) eye contact shows confidence and that you are sincere and care. Looking down or all around not only makes it appear that you are nervous and lack confidence, but it also makes the customer feel uneasy and uncomfortable with the conversation or with meeting you. Make good eye contact with them for about 3-4 seconds, then use your eyes to control the conversation. You can do this by turning your head and looking in a specific direction or at the areas you will be treating around the home. This will naturally cause the customer to look where you are looking and get them engaged in the conversation at the same time.
6. **Mirroring.** It is extremely important to understand that when you knock on a door, the person in the home is in their own world. They are in a world of watching T.V., taking care of kids, doing work, eating dinner, taking a nap,

whatever it may be. Knocking on the door disrupts that world and your objective should be to get them out of their world and into yours. In order to do this, you have to be able to **mirror** their mood and energy. Mirroring is an important part of building a relationship with the customer. If the customer is coming to the door with a grumpy or angry persona and not talking very much, you're not going to want to be all happy-go-lucky like Barney the Dinosaur. It will just turn them off to listening to you. Instead, you'll want to be low energy at a low volume in speech and talk in short segments. The best way to get them out of their world will be to ask them questions and to get them out of the doorway.

If someone comes to the door with high energy, make sure you are Barney. Bottom line, mirroring involves reflecting whatever energy and body language the customer brings to the door. If they put their arm up in the doorway, you put your arm up in the door way. If they lean against the door frame, you lean against the wall. Reflect what they are doing.

7. **Slow body movements.** One of the best ways to help someone understand what you will be doing for them on the door is through pictures. You're not going to be carrying around pictures, but you will be able to illustrate what you will be doing for them at their house to remove their pest problems. You need to break the stereotype of a the "shady fast talking car salesman". Do this with slow hand movements to create the correct picture. Sub consensually they will trust you. First, you'll need to draw a picture in their mind as to what pest problems they may have now or in the future. Discuss bug activity and exactly how ants can crawl up from their flower bed along their walkway and under the siding into the wall voids and into their home. Do this by slowly pointing at flower beds, make sure they are looking where you are pointing. Engage the customer in the process. Remember, they are not always thinking about what the bugs on their property are doing; but when you can describe it for them, while kneeling down and showing them or pointing and walking over to the areas/insects you're describing, it's a very powerful tool for you to show the need the customer has.

----- NEGATIVE BODY LANGUAGE -----

(For Both Yourself and the Customer)

- Shuffling Feet / Moving around too much
- Looking down or all around without looking at the customer
- Shifty Eyes
- Timid / Unsure facial expressions
- Not making eye contact
- Too far or too close spacing
- Waiting too long to respond to questions
- Not leading the customer away from the doorstep

PARAVERBAL COMMUNICATION

Paraverbal communication refers to the messages that we transmit through the tone, pitch, and pacing of our voices. It is how we say something, not what we say. In this example below notice how if you emphasize the bold word, it changes the entire sentence.

I didn't **SAY** you were stupid.

I didn't say **YOU** were stupid.

I didn't say you were **STUPID**.

1. **Volume.** When someone is nervous, they either speak really fast or really slow, and most of the time they don't even realize they are doing it because they're too concerned with thinking about what they're saying. Remember, you want the whole interaction with the customer to be a conversation, similar to one you would have with a friend. This means being relaxed, calm, and not speaking too loudly or too quietly. Doing either will show lack of confidence and nervousness.
2. **Down tone.** When you down tone your speech it communicates a statement rather than a question. You want transfer your confidence to the customer that you know what you're talking about, rather than questioning what you are talking about.

THE SERVICE

We take pride in our service. We have created the highest quality pest control service through researching and analyzing the competition to make sure we treat the areas they don't. On top of that, we have seen what they do, and train our technicians to do more. Where most companies go 5ft we go 30ft. Where most companies use a hand pump, we use a 50-gallon power spray tank!

We have the widest scope of service for the best price in industry bar none. From our technicians to our office staff our employees are happy working for Phenom Pest Protection. They will treat the accounts you sell like their own and will go the extra mile in making sure each customer is happy after we have performed the service.

In Year 1, there will be 4 treatments including the best warranty in the industry by offering free "re-treats" in between our scheduled services as much as needed or requested by the customer until the pest concern is resolved.

For the treatments, our technicians are required to be at the home for a minimum of 30-45 minutes. This treatment is usually an exterior treatment only, unless otherwise requested by the customer. At which point the technician will also treat the interior or whichever specific area requested by the customer.

After each service is completed, the customer will receive an email with an itemized report as the everything the technician did. It will provide details on all the areas of the home that were serviced. It will list each product used, what insects were targeted, the amount of time the technician was there, and any specific notes the technician has left for the customer.

--- THE YARD ---

The biggest problem you're going to see that customer's have in their yard is going to be ants and grubs along with other **surface insects** (this will be the term you use to identify yard insects in a general term) such as crickets, ticks, fleas, chiggers, and other pests that travel on the surface.

Every time a technician arrives at a customer's home, they treat their entire yard (up to **30 ft.** from the foundation) with a **water activated granule**. The granule absorbs into the first 6inches of the soil and creates an undesirable environment for these insects forcing them to leave the property and move on to the next yard.

If the technician notices any active ant mounds, they will treat and take care of the area to remove the mound all together. Ants are very mobile insects so if they try to move to another portion of the lawn, they will find the same undesirable environment throughout. No other company, as part of their regular service, treats as far into the lawn for surface insects as we do.

--- THE FOUNDATION ---

Pest protection needs to be at its strongest where the home meets the ground. This is the frontline of the battle. This is why we equip our technicians with a 50-gallon tank and a power sprayer when most companies have their technicians use a backpack sprayer or hand pump. Every truck is equipped with this set-up to allow our techs the ability to cover a larger area with a greater volume that's 10x that of a hand-pump or backpack sprayer. Not only that, but because of the strength of our rigs, our techs can reach as high as 40ft high, getting the very tops of the roofs and overhang areas.

One huge advantage we provide customers is that while treating the foundation 4ft up and 4ft out, we also treat the shrubs and flower bed areas around the

home. The product we use allows us to assure the customer that we will take care of fleas, mosquitos and ticks around the base of the home.

--- THE EAVES and OVERHANG AREAS ---

All of our technicians are equipped with 30-foot-long sweeping poles with de-webbing brushes on them. The highest any other company goes is 20 ft. These poles are used for a variety of things such as: knocking down wasp nests, mud daubers, and all sweeping spiders webs down. All these nests can be found in multiple areas that our technicians check every time. Our techs are even trained to sweep and clean the window frame areas.

Now everyone knows that when you knock down wasp nest or spider web, they will return typically within 24-72hrs. This is because they leave a scent called a ***pheromone*** that is used as a homing device, bringing them back to the same areas again and again. This will usually result in the customer calling their pest company back over and over to remove these pests. Our objective is to do the best job possible the first time, so there is no need for the customer to call us. For this reason, we do something no other company does. We train our technicians to back over every area they have just swept and treat it with a power spray of our liquid product DemandCS. This is the longest lasting (up to 90 days) product on the market. Applying Demand after sweeping will get rid of the pheromone left by the wasps and spiders and ensure the customer that they will not have the need of calling us back in a few days to redo the job we just did. ***We are the only company that offers that level of pest protection!***

Specialty pests such as carpenter ants, pharaoh ants, roaches, springtails, and silverfish all require special treatments but are no extra charge to the client.

--- THE INSIDE ---

On the interior of the home, we use a handheld steel tank called a B&G. In the B&G is a lower dose of Demand CS and is applied through a lower volume application spray. This is the term you are going to want to use when explaining it to the customer. The areas of focus with this application is all baseboards in the home, from the top floor all the way to the basement. We also make a point to focus under sinks and around toilet or moisture type areas. It's important for the customer to understand that we leave no stone unturned.

We even (upon request) can go into the attic treating for stink bugs, silver fish and other insects. We treat the attic using a product called ***Delta Dust***, which is a powder substance that has long durability and is very effective in a controlled weather environment area. There are not very many companies that will treat the attic.

A high level of service can be expected by our clients because of our family-owned atmosphere. We want to treat every home as if it were our own. We train our technicians to go out of their way to be courteous and go the extra mile to make the customer happy. We pride ourselves in accommodating the customer, no matter their expectation and schedule. For retreats, our goal is to be out to the customer's home in 1-2 business days after they call us.

--- THE PRODUCT ---

We use the best products on the market. Because of the wet, hot, humid summers in the area, the quality of the products we use around the customer's foundation is imperative. We use a product called **Demand CS** which is a micro-encapsulated parathyroid. This product is derived from synthetic properties and mimics natural insect killing chemicals found in chrysanthemum and marigold flowers. Being synthetic means it can last a lot longer in the harsh summer weather found in our region. Having micro-encapsulation means that the active ingredient is in a polymer time capsule suspended in water. This is a patented time release formula which enables the product to provide a residual barrier around the home for 60-90 days, regardless of the heat or rain. 90 days! That's

the longest on the market! In fact, there are **10,000 microcapsules per square inch!** As the invertebrate pest walk on the product, they pick up and ingest the micro capsules into their body. Demand is a great universal pesticide that can be used inside homes because it leaves no residue and is 99% odor free. It is the longest lasting residual treatment available and is safe enough to be used in hospitals, nursing homes and veterinary clinics.

--- THE FREQUENCY ---

General pest control treatment that the customer signs up for, is on a quarterly basis, this means every 3 months or 4 times a year.

One of the best things you can do to retain a customer, is to thoroughly explain and build value in the service for each season.

1st Service -This is to ensure that we take care of the Egg Cycle, to prevent the eggs that are protected from hatching, or ones that may still be around, from reproducing.

2nd Service - Perfect timing to get you ready for the spring and the increased pest activity as the weather gets warmer and fluctuates between warm and cold, which can often times send a lot of pests inside the home causing infestations.

3rd Service - Prepares the home for the change of seasons and enforces the barrier on the outside of your home, helping keep the insects from coming inside your home. There is focus on the inside of your home, primarily in the basement to continue to keep the pests from finding shelter and nesting within your home during the colder winter months. This is also when a lot of homes will see mice activity, which we also cover at no extra cost.

4th Service – The Summer has begun and the eggs begin to hatch. Our goal is to create a solution to get rid of the bug activity so you don't ever see the bug activity because of the comprehensive pest control strategy. A customer will

always be satisfied as long as they stay with us continually. Pest Control is not magic, so the customer should stay with us past the 4 services to be happy with pest control.

It is ***EXTREMELY IMPORTANT*** to build value in the services beyond the first year. They customer needs to see value to getting service while they are a resident. This will allow them to see reason in paying their bill and will keep them from wanting to cancel which is better for you as well.

BUILDING VALUE

Building value is crucial. What's more important to the average consumer, the quality of a product, or the price? Typically, if the quality justifies the price, then price doesn't matter. The value of the service must outweigh the cost of the service in order for the customer to feel good about the purchase.

BUILD VALUE in **WHAT** you are doing and **WHY** they should continue to listen to you. If you build enough value in the right way, the customer should be intrigued enough that they want to know the price and actually ask you what it is. That's when you know you've done it right, and when you're good enough at building value, you will get these responses almost every time.

Use the bug sheet to show them the quality of our product. Be confident, and remember, a prospect buys the service for the benefits it provides them. They don't know the quality of the service provided, or that we treat the whole yard, or offer free re-treatments, or guaranteed results unless you explain it to them. So, when you explain the solution to the prospect, be sure to explain how they will benefit from it. Doing this will require a lot of repetition! Repeat, repeat, repeat, repeat! The customer is not listening to you the first two times you explain something. It isn't until you hit a hot button of theirs that they will be listening to you, at which point you will have to explain yourself again.

Here are some examples of the major features and benefits:

When you are using this technique, make sure it is related to the pest issues the customer has. This is a great way to provide a solution for the customer, and help them see the benefits. It will lead you to closing them.

VALUE: Free re-treats for all insects and rodents

EXPLANATION: Pest issues that arise in between the seasonal services are no additional charge to the customer. Just let them know to give us a call and we will be there within 48hrs.

VALUE: Licensed and trained technicians

EXPLANATION: Our licensed technicians are regularly trained and educated to best know how to use the appropriate products and methods to resolve any issues they may have.

VALUE: All of our trucks are equipped with a 50-gallon tank power-sprayer and all other tools and equipment that may be needed.

EXPLANATION: Every truck is loaded with the most updated equipment. Our power sprayers allow the technician to apply a higher volume of product to the customer's foundation and flowerbeds and get in hard to reach areas like eaves and overhangs.

VALUE: Spider web and wasp removal

EXPLANATION: We have poles that can reach over 30 feet to remove wasp nests and spider webs. We then treat them with the power sprayer to keep them from returning. We're the only company in the State of North Carolina that power sprays the eaves!

VALUE: Family-owned and operated

EXPLANATION: We will treat the customer like family. We want to protect their home, like we protect our home, and resolve any issue the customer may be experiencing.

There are a countless number of ways to BUILD VALUE to the service. The key is to identify the two or three features that will mean the most to the customer. Do not overwhelm them with every single feature that we offer. They will lose interest in what you have to say. Do not explain all the information you have; this

will lose the customer. Always keep benefits and other value building features in your pocket until needed. The longer you hold on to those features, the better!

When you explain a different feature, you can use the phrases, “What this does for you is...” “The reason I do this is....” or “One thing that your neighbors really like that I do is.....”. Doing this will help paint a mental picture of how valuable the service is. Remember, they need to see the value that justifies the expense.

QUALIFYING BUYERS

Part of having the confidence and positive attitude discussed earlier is assuming the sale on every door! You have to go into every new door thinking this person wants to get the service. Doing this will change the words you use, the questions you ask and begin to make the customer think the way you think, which is that they are going to get the service. But that starts with you!

A significant difference between a 1st Year Rep and an Experienced Rep is being able to quickly identify and read the potential buyer. This means not wasting your time with a babysitter, visitor, extended family member (grandmother or grandfather), or even a spouse that is obviously not going to make the decision. The quicker you are able to determine or identify the buyer, the more efficient you are going to be.

An example of being efficient and effective is telling a kid that answers the door, ***Please go get your mom or dad for me.***

Notice you don't ask, "Is your mom or dad home?" It is much easier for them to say, "No." That's what their parents have told them to say anyway. But if you ask them to "DO SOMETHING" for you and it's just "REAL QUICK" they can't say no unless they're really not home. This will not always work, but requesting them is giving you a better chance and getting the result you're looking for.

If the non-decision maker says the decision maker is not home, be sure to ask when that person will be home, and set up a time that you will return. Always return to the decision maker home at the end of your day just before your car partner picks you, giving them time to unwind from their day as well as it allows you to maximize your time on the doors. It's always smart to qualify the buyer asking some questions such as, ***What color car do they drive?*** or ***Its mainly been the ants for the neighbors what issues have you been seeing?*** This way, you know when the decision maker is home and can start your conversation off by explaining the bug issues that were previously explained.

Now sometimes you have to be willing to just walk away if you are not talking to the right person, even if it is a decision maker that just isn't giving you the time of day. Don't waste your time!

Another important part in this is being able to identify the type of buyer you are dealing with and the mood they are bringing to the conversation.

You want to be able to create a need. Most of the time, the customer will not be aware of a need, even if they do have one they likely will not tell you about it. Creating a need qualifies them for the service. A few hints that can help you determine their needs are their landscape, house cleanliness, if they have kids/pets, and even the general feel of the neighborhood and insect activity within it.

TYPES OF CUSTOMERS

--- GOLDEN ---

This customer will tell you they are in need of or have been wanting the service. Once they've done this, you want to quickly identify Hot Buttons. Typically, they will just tell you what their issues are. Be sure NOT TO TALK TOO MUCH! You can actually talk yourself out of a sale. Figure out the need, explain how we can resolve the need and the benefits they'll receive, give a slightly higher priced rate and close the sale!

--- NEUTRAL---

This customer needs to see a need before there is any interest. You can do this by being observant to any activity you notice around the home and yard, and also by mentioning what the neighbors have been noticing. Explaining neighborhood problems and identifying current customers within their neighborhood will create a "Keeping Up With The Jones'" mentality. This will begin to create a need in the customer's mind. Topping this with the benefits of the service and the huge discount being offered will frequently sway the customer into wanting the service. However, this will not be the case unless you are able to create a relationship with the customer. You have to be able to connect and build trust. This is best done through small talk that has nothing to do with pest protection, but rather with connecting with them and your ability to relate to them.

--- DO IT YOURSELF (DIY)---

This is going to be the most challenging customer type. It will usually take the full arsenal to get this customer. This is going to be a benefit-centric conversation.

This customer needs to see exceptional benefits to even see value in the service. You do this by explaining the products we use and the equipment used to apply them. Showing the comprehensiveness of our service will be very important. Follow that up with the discounted rate, showing them that for a small difference in price, they will get 10 times more coverage. Additionally, when you explain how the warranty saves them time and money, you can begin to build a ton of value. Lastly, pull at the buyer's emotions by re-emphasizing the current customers in their neighborhood, and by reiterating that they'd be supporting a local, family-owned company.

--- SWITCHOVER ---

This is the “Almost Perfect Customer.” A switchover customer is someone who already uses pest control services with another company. That means ***they already see the need for the service and are already paying for it!*** All you have to do is show them how we will improve the services they’re receiving and upgrade them to an even better service. Mentioning that they would get this upgraded service for a fair price, makes it a no brainer. It is also effective to use the “Keeping Up With The Jones” method by mentioning other customers we have in their neighborhood. This will make them question why they aren’t with us. Reiterating that they’d be supporting a local, family-owned company will also be an effective step.

--- UPPER CLASS ---

With these customers, you definitely want to come across in a more professional manor. Make sure your physical appearance is clean and reflects confidence. These customers care immensely about the quality of the service, and about getting a more comprehensive service for an equal or greater value. Mentioning that we are a local and family-owned company will also be a benefit. More often than not, they like people that recognize their status, so approaching them accordingly will earn you more respect. Try to almost come across bugged that

you have to be there, cut out the fluff, you do not want to try to be their friend but rather just friendly.

--- MIDDLE CLASS ---

Purchasing pest control is going to be more of an emotional decision for the middle-class buyer that doesn't have a direct need. They are going to want to keep up with their neighbors and to support a local company. They have to feel they are getting a one-time discount opportunity; so creating urgency will be very important. You will be able to be a little more aggressive on the close as well. Mentioning the warranty is a good way of justifying their desire for the service, and is a good thing to bring up repeatedly when closing.

--- ELDERLY ---

The Elderly are either going to be a DIY or are wanting someone else to do it because they can't. Pricing is going to be very important to them, as they will most likely be on a fixed income. You will need to reassure them of the safety of the products used. It will be important to build value by explaining the comprehensiveness of the service and the warranty they will be able to take advantage of. Please remember to build a strong relationship with them. Often times, they just want to talk with you about anything and everything which helps establish trust.

TYPES OF COMPANIES

There are many different types of pest control companies throughout the United States. How could you possibly get to know all the ins and outs of our competitors? The good thing is all pest companies are essentially the same, but are divided into three categories.

--- CATEGORY 1 ---

- 1. National/Regional Companies** - Terminix, Orkin, Home Team, Massey - their customers want the security of a trusted brand.

This customer more often than not does not have a cancellation fee, they have been with them for years or just got them because they weren't familiar with any other options. They get the majority of the customers by marketing and inbound calls.

--- CATEGORY 2 ---

- 2. D2D company** - Aptive, Ecoshield, Moxie, Hawx

Most of the time, unless it's a good sales rep who sold them, this will be about the price. You can't sell someone with a price concern off building value unless you're doing a price/cost analysis.

It is important to find out exactly how long they have been with this company. The reason for this is that they might have a cancellation fee. Assume that they have been with them for couple years by saying this, "Perfect, I know Aptive very well. I'm sure you have been with them for a couple of years now. Right?" When they agree with you they have pigeon holed themselves into not having a cancellation fee.

--- CATEGORY 3 ---

- 3. Local Ma and Pa Shop Company**

These customers buy based on value. Many times, the customer will feel like their guy will do whatever they ask no matter what, even when they won't. It's an uphill battle if they trust their company and they've been with them a long time, but you must do apples to apples well here.

These customers should not have a cancellation fee, they get the majority of their business by a referral from a friend or family member.

SMOKESCREENS

Smoke screens are anything a person might say to you to get you off the door. It is important to remember that the customer most likely is not excited to see you. It is your job to change that.

For example, when you go to BestBuy they greet you and ask you, “What can we help you find today” naturally are response is “I’m good” or “No thank you” and we proceed to look for the item we need. The problem is you don’t even know where to look. If the BestBuy employee would have asked you one more time it would have made finding the merchandise a lot easier.

The best sales reps have mastered this principle, you need to be automatic with these responses. It is important to remember that any push back is a smokescreen until they bring it up a second time. This would then be an actual concern we need to address.

Spouse –

Of Course, you definitely have to do what’s best for your family

Contract –

Yeah I ask for your hand in marriage, no I’m just kidding (Chuckle)

Product concern –

The best thing about me, is that all the products I use are baby and pet friendly. In fact, I’m able to service hospitals and daycares

Busy –

Yes, I’m super busy as well.

Not interested –

Of course I wouldn’t expect you to be

Not seeing bugs –

yeah, nothing on the inside? For the neighbors as well it’s all been out in the yard

Business card –

I'm all digital today

Price concern –

Yes it is expensive. Have you ever priced out pest control before?

No credit card –

Perfect, we take checks as well

Urgency –

I can work around your schedule

Legitimacy –

That is why I am here/let me show you my reviews

Renter –

That's the best part. I can transfer the service to the new tenant or move with you

Not going home –

Let me show you that you're going to love me, generally does morning or evening work better?

Resolving Issues

You should only ever resolve issues after you have gone through the entire pitch. Remember it is only an issue worth resolving if they bring it up a second time. If the customer has only brought it up one time treat it like a smokescreen and keep going. The acronym that we want to use in every concern that is brought up is R.A.C (Resolve, Ace, Close).

Resolve –

We want to acknowledge what concern they have without actually validating what they said. We do this by using phrases like, “Sure”, “Of course”, “Yes”, “Perfect”, or “That’s the best part”. We never want to reiterate what the customer said because this validates what the customer is thinking at which point the game is over and you might as well just move on to the next house.

***Example of what **NOT** to do.

Customer:

“I just am not seeing any bugs.”

Sales rep:

“Oh, you’re not seeing any bugs?”

***Example of what to do.

Customer:

“I just am not seeing any bugs.”

Sales rep:

“Of course, I wouldn’t expect you to have a huge bug problem right now. It is way too early for you to have any bugs on the inside.”

Ace –

Acing is how we are able to tip the balancing scale into your favor. There are three types of Aces you can use.

- Feature

Fence line, kids play set, pool area, patio, garage or shed

- Bug

Fleas and ticks, carpenter bees, slugs and snails, aphids or fire ants

- Price drop

As the route manager you have the ability to drop the price to sweeten the deal, this should never be your first close. When price dropping you should never drop the initial and the recurring at the same time. I would encourage you to keep your reoccurring price constant and only drop the initial price. This will help keep your contract value high which makes you more money.

***Example, “I will go ahead and take an additional 50 dollars off and make it a no brainer and do the first one for just 99 bucks and that’s for everything.”

CLOSING

Many sales rep shy away from closing because they feel like they are being too pushy or are forcing the customer into doing something that they don't want to do. Remember you are not taking someone's agency away. They can for sure say no. A good rule of thumb to live by is to effectively close three times before leaving the door.

When you go to the door, the customer is expecting to be sold something. If you don't close that would be weird or awkward because they are expecting this to happen.

You can know all the information in the world about pests. You can have the perfect conversation with someone. However, if you do not ask them for the commitment, it is all for nothing. You have to ask them for the commitment and you have to do it indirectly by using a soft close. People will almost never respond in a positive manner to a direct question for the sale. An indirect close is when you get the customer to respond positively to something related to them getting the service.

There are two types of closes, soft closes and hard closes. Hard closes are everything to do with the agreement. Soft closes are segway phrases to get into a hard close.

--- Hard Closes ---

What is your name?

What is your phone number?

What is your email?

What is a good address for you?

What is your house number?

Anything else I should put in the special notes?

Are using a credit or debit card?

--- Soft Closes ---

Urgency Close –

1. This is the best time to service because the bug activity is only going to get worse.
2. This is the best time to treat that way you never have a bug issue.

Bandwagon Close –

1. If I can get you done with your neighbor Susan from across the street, it will help me out, how does that sound?

Option Close –

1. Do you want me to start in the front yard or back yard?
2. Would you like my guy to park out front or in the driveway?
3. Does the morning or evening work better?

Responsibility Close –

1. Can you make sure to put your dog away when my guy gets here?
2. Can you open the garage door so I can see all of the entry points of pests?
3. Can you make sure the gate is unlocked so I can get into the backyard?

Light bulb Close –

1. (mid pitch to recapture the interest of the customer) You're going to be here later today right?

***Example "...the reason I do that is so your neighbors pest problems don't become, (pause like as though a light bulb has come to you) you're going to be here later today right?"

Sincerity Close –

1. Let me prove to you that you are going to love what I do, give me a honest try.
2. I know you are going to love me, give me a shot.

***This should only be used as a last resort, never uses this as your first close.

Pride Close –

1. I take a lot of pride in my work, let me prove to you; give me a chance.

Now that you understand the difference between the two types of closes you should always use first a soft close then go straight into a hard close.

NEW CUSTOMER

Icebreaker: Break the tension, get the customer to realize they're talking to a personable human being, not just a salesman.

Hey, you must be the boss?

Introduction: Present yourself and build legitimacy in yourself by talking about the neighbors' problems that you're already solving.

Perfect, my name is Hunter. I'm the manager of Legion, it's pest control.

I have been taking care of 26 of the neighbors. For them it's mainly been the ants, spiders and cockroaches.

Sense my trucks are in the area I'm doing everything for more than half off.

The service: Build value in what we have to offer so that the price seems like an absolute deal.

The first thing I am going to do is granulate and inspect the entire yard, because that is where all the breeding of the pest takes place right? So I am going to complete flush it all the way off that way your neighbors bug problems don't become your bug problems.

With my special licensing, that is pet friendly and baby friendly; I am able spray three feet up and three feet out. This will make a 6-foot barrier the entire perimeter of your home.

What your neighbors love the most is what I am able to do up in the eves. I am going to get up there with a webster pull and de-web the home and put a product up there that way nothing can get up in your attic and drop down into your home.

Pricing: Minimize the price and focus on the promotion.

As far as pricing goes it does vary on the size of the home. What is the square footage of your home?

Awesome, so it is super straight forward I run a 12-month program. I bill monthly for just 75 bucks and come out quarterly. The thing that pushes my customers away is, I am usually pretty expensive. Normally for a home your size it would cost \$299 dollars but since my trucks are here I am talking \$150 dollars off and doing it just for 149 bucks.

[Close: Soft close into a hard close or a RAC.](#)

What your neighbor Susan loved the most, is I warranty my work. So if you were to see any bugs between any of my services. Give me a call and I will come out for free. Does that sound fair?

SWITCHOVER

Icebreaker: Break the tension, get the customer to realize they're talking to a personable human being, not just a salesman.

Hey you must be the boss?

Introduction: Present yourself and build legitimacy in yourself by talking about the neighbors' problems that you're already solving. DO NOT say the word pest control in a switchover intro.

Perfect, my name is Hunter. I'm the manager with Legion. I am taking care of 26 of your neighbors a lot of them have been using Terminix or Massey who do you guys use for your bugs?

Tie down: Get the customer to agree that their current company is providing the service you describe. Do not bash their company because most of the time the service isn't bad.

Awesome, I know Terminix very well they do a good job. I'm sure you know Susan she was using Terminix as well. The reason she switched was not because Terminix was doing a bad job I just do a little more, and as far as pricing goes I'm extremely competitive. I just do a few things Terminix cannot and will not do.

So, when Terminix comes out for you, they will spray 3 feet by 3 feet, de-web the home and then they will service 10 feet from the home. Right?

Equalize: Explain that we do everything their company does.

Sweet so at the end of the day pest control is pest control. I do the exact same thing. I just do two things that are unique and different.

Differentiate: Build value in our specific company by doing a deep dive into the benefits of the added services that only Legion provides. People will not switch over because of price, it will be because we are better.

The first thing I do that is unique is what I am able to do in your walls. So, you have the siding on the exterior of your home and dry wall on the inside of your home. There is a three-inch wall void gap which is an excellent highway for bugs to get in. so what I do is Inject Delta Dust into the exterior outlets, cracks and weeping holes where the A/C unit goes into the wall. When I do that the Delta Dust will billow all the way to the top of the wall void and flush out all the pests. That way you don't have any pests coming into your home after a rain storm or when it gets really hot.

Next thing I do that is unique is I service your entire yard. I lay down two types of granules in your yard. The first one is Bifen, this takes care of fleas and ticks. The next one is Advion, this takes care of the fire ants. These granules are water activated so they will soak underneath the thatcher layer of the grass and flush the pest of your property, that way your neighbors' pest problems cannot become your pest problems.

What Susan loved the most is all my competitors try to nickel and dime you for particular pests. I don't do that, I warranty my work. So if you see anything in-between my services give me a call and I come out for free.

Close: Go from a soft close to a hard close or a RAC.

As far as pricing goes, I come out quarterly and bill monthly for just 75 bucks. The first one will be \$149. Does that sound fair?