



Welcome to Vantage Marketing. We are thrilled to have you join our team and we look forward to working with you. We encourage you to read this manual inside and out. This manual has everything you need to know in order to make some serious money this summer, so don't just leave this on your shelf. You should memorize this bad boy before and during the summer.

This job is unique in that success lies firmly on your shoulders. You are responsible for your success or failure. Often, in times of discouragement, a sales rep will begin to blame others for their failure. This starts a negative feedback loop that will lead to an unhappy and unproductive summer. You have the skills to succeed at this job. VANTAGE will provide you with all the training opportunities you will need, the rest is up to you. We have full confidence that you will be successful this summer. Now is the time for you to take responsibility for that success. If you do, you will have the most confidence building, lucrative summer of your life.

We're always here to help, 100%, but truthfully...
It's up to you, so, put in the time and build your foundation to be most successfull!

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Treating people like people and not just numbers is what we do.

Some people just call it success.





PEST CONTROL

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PEST CONTROL

NOTES

HOW IT WORKS

When we say "Pest Control," we are referring to a service agreement where homeowners pay to have our company treat in and around their home on a quarterly basis to control pests. Homeowners pay anywhere from \$99-\$150 per quarter depending on the local market to have a guarantee that all covered pests will be under control. If they are experiencing bug problems between visits, they can call their service provider and get the problems re-treated at no extra charge.

"Nearly 60% of US homeowners currently use or have used a professional pest control company for pest problems and preventive care in their homes."

*-- NPMA
National Pest Management Assoc.*

Pest Control is not Pest Elimination

Unfortunately, there is no magic wand that can eliminate every bug forever within ten minutes. Pest control is a service that is needed on an on-going basis. Due to rain, high heat, and UV rays from the sun, the products are only effective outdoors for approximately 90 days. Some pests will be killed immediately upon the initial treatment, while others can require several treatments to become manageable. Controlling pests does not mean that the customer will never see another bug in their house. It means that the customers should not have frequent or persistent "problems" and that the bugs will be under control. Having pest control for one year allows the products to break up the egg cycle of all insects around the home. Four out of five customers who start with a one year pest agreement will keep the service beyond the first year. If that was not the case, it wouldn't be profitable to sell pest control door-to-door.

There were products available 30-40 years ago that essentially killed everything immediately and lasted 10+ years. These turned out to be incredibly dangerous for humans and pets and were naturally outlawed. Some people still think pest control is dangerous, so you may need to explain that the products we use are safe.

In some markets, you will find that there are competing pest control providers who have a lower cost than what we charge. This isn't a problem because each company that Vantage markets for is a leader on service and quality. Vantage sells Terminix and Insight brands.

THE SERVICE



With Insight, you will feel confident you are selling the best service on earth. Adam Villareal (President of Insight) uses the very best products available and then goes above and beyond on the service. Insight pricing is extremely competitive!



The guaranteed service is great, and you don't need to promise that the service is the best of the best. Most people know who Terminix is and trust the name. Use the Terminix commercials, advertising and mail flyers to your advantage as you represent Terminix door-to-door.



PRODUCTS

It is good to know the general protocol for treatments in your specific branch, so consult with your branch manager and sales manager regarding typical products and how they work. Just as there are often several things a doctor could prescribe to a patient to resolve a problem, the technician has plenty of options to control the pests. They are the licensed applicators, not the salesman. Do not tell customers exactly what a technician or the products will or won't do. This is a recipe for an unsatisfied customer.

You do not need to know everything about the products!

Basic Product Information

- The products are derived from the chrysanthemum flower and enhanced to work stronger, longer, and in some cases safer than organic treatments.
- Organic products are expensive, smell VERY strong, don't last long, and don't work near as well as our typical products.
- Products are micro-encapsulated. They are time released and not ruined by water.
- The products attach to hair follicles of pests and then spread to the others.
- Some products are designed to be invisible to pests so they track it back to the queen or the remainder of the colony.
- Some products are designed to create a barrier the pests won't want to cross.
- Some products prevent pests from reproducing (IGR- Insect Growth Regulators).
- Mammals are not receptive to pryethroids (99% of what we use is pryethroids).
- In most cases, customers don't need to leave the house during or after treatments.
- Ask customers to notify the technician if they have pet birds or fish. These animals are sensitive to certain pesticides.
- Although you would never consume any pesticides, ingesting a small amount is less toxic than a spoonful of table salt.
- If a customer has had serious allergy problems with chemicals in the past, recommend that they are not home for a few hours after treatment, or just treat the exterior of the home.

What You're Up Against

Many companies just do an exterior spray with their products and then ask the homeowner if they are having any problems. This is what most people have come to expect, so keep that in mind as you talk up our service in your pitch. Our service really is impressive. Our technicians are professional. Our products are the best. We guarantee most pests. Our scope of service is thorough and effective.

The customers you come across only have you to look to when contemplating the service. Keep in mind that they will invariably notice and recognize your own belief and trust in the product. Customers will sense how strongly you feel that this is the best product and service available when you speak with conviction and confidence. They will sense something is missing when you speak of the benefits of the service if you do not believe in them yourself. Believe that you are offering the best possible product at the best possible price.

1. Learn about other companies in the area.
2. Find out what kind of service they offer, the products they use and at what price.
3. Notice how their customers feel about the kind of service they get and if the job is getting done like they were promised.
4. Talk to other reps in your office regarding what they know about other companies.



There is nothing better when it comes to guaranteed service. However, you need to believe that is the case and teach customers with the same confidence. That internal knowledge will convince people more than anything you say. You communicate this belief non-verbally. You will not only be saying what our service will do, but you believe it will benefit them.

Unfortunately, sometimes a service is no better than the technician performing it. Some customers will have service problems, but that is the reason for the guarantee—to protect the customer. There will be a few customers in every area that have been unsatisfied or offended by the service in the past. Listen to their explanations and help them realize how the system works, despite their disgruntling experience. Explain the changes that have been made—including a guarantee that they will not find anywhere else. Hopefully, they will realize that they need to give us another chance.

When you really believe the customers will find no better service and no better deal—whether they are with another company, have no service, or have had a bad experience with us in the past—you will care for them and want them to have their home taken care of in the best manner, using the safest methods at the best price. This will make you more successful.

It's Safe

Death by exposure to pesticides in the United States is VERY rare. Ten deaths annually (most of which are in agricultural situations) compared to:

- 620,000 deaths from Heart Disease
- 150,000 deaths from Lung Cancer
- 50,000 Auto Deaths
- 17,000 Accidental Handgun Deaths
- 3,000 Swimming Pool Related Deaths
- 25 High School Football Fatalities

These statistics are meant to give you the confidence that pesticides are safe, and are not intended for customers.

“ PEST CONTROL
IS NOT AN EVENT, IT'S A
PROCESS.”

- Adam Villareal

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BUGS

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GENERAL INFO

Consider the following information a beginning of pest control education. We recommend continually seeking to learn about pest habits, identification, and issues. The more you know, the more confident and successful you will be!

All pests want food, water, and shelter. Insects lay eggs that hatch at different times of the year. Most insects are active at night, seeing just a few visible bugs during the daytime is a sure sign that there is a pest concern and possibly a nest nearby. When you see one or two, there are always thousands more. If there was an easy, cheap way to control the bugs yourself, pest control wouldn't be such a big business. Be sure you know which pest treatments are included in the standard service agreement in every market in which you have a sale.

THE BUGS

Ants

Ants are the most common pest. They can travel up to a mile looking for food and water. Most species nest outdoors and are merely foraging for crumbs or water in the kitchen or bathroom. Ants can literally nest inside the home. There are three most common ants you will come across.

1) Olfactory Ant – They have dark brown or black bodies. They forage day and night. They will enter the home especially on rainy days. When their body is crushed they emit a rotten coconut smell. These insects leave behind pheromones in order to mark territory and leave a trail to their nest. 2) Carpenter Ant (see bottom of page)

3) Pharaoh Ant – They are very small and yellow. They will nest in vegetation, lawns, and gardens. During the winter, they will move indoors to survive the winter, which is why they are considered a major pest in the US. They will carry and can spread diseases. They normally have multiple queens and can live up to 12 months. They build nest in walls, cabinets, behind baseboards, in refrigerator insulation, even in the fold of clothes. They are extremely hard to exterminate using over the counter products. These insects do leave behind pheromones in order to mark territory and leave trail to their nest. Often people treat ant mounds themselves with home remedies or junk pesticides from retail, feeling like the hero, only to see a new nest pop up close by.



*Fire ants are often an extra expense to customers due to the cost of the products required to kill them. Almost anyone who has fire ants will pay extra if they have the money.

Carpenter Ants

Carpenter ants are among the largest ant in the US. They cut galleries into the wood grain to form their nests and create passageways for movements. These ants can cause heavy damage to any wood structure. They are extremely hard to exterminate using over the counter products. They destroy wood, so they are a huge concern for homeowners. Carpenter Ants are 1/2" to 3/4" in length and can be red, brown, or black.



Beetles

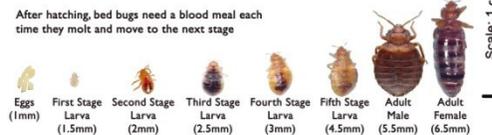


There are thousands of types of Beetles. Many destroy gardens and shrubs, transmit germs, and scare homeowners. Dead beetles often need to be cleaned off a front porch. This is resolved with pest control. Box Elder Bugs are the easiest Beetles to identify. They are black and orange and often swarm in great numbers.

Bed Bugs

Bed Bugs have consistently been on the rise since 1995, with a 71% increase from 2000-2005. They live in bedding, clothing, and furniture. They almost always cost extra due to the EXTENSIVE labor required in removing them. Talk to your branch about quoting people for bed bug treatments. Each one is extremely intensive and prices are very different for each job required. Make sure you check before ever discussing bed bugs with a customer.

Life Cycle of the Bed Bug *Cimex lectularius*



Carpenter Bees



Carpenter Bees drill holes in wood decks or siding. They drill holes, lay eggs, then catch insects and stash them in the hole for their young to eat after hatching. They can do significant damage. Look for sawdust in random places. This can be really helpful especially when you are trying to get a switchover: show the customer what the carpenter bees are up to

Centipedes

Centipedes are predators that feed on other pests. They like dark, moist conditions. These are found both in and outdoor.



Cockroaches

Due to modern heating, cockroaches can be found in most parts of the country. Cockroaches are survivors. Over millions of years, they have not needed to evolve very much. All roaches have wings, but few fly. Cockroach infestations have a strong, awful scent. Roaches can survive on almost anything (any human food, other insects, glue, fat, wood, even dirt). The two most common types of roaches found in or around homes are American and German.



American Cockroaches are larger and almost always nesting outside the home in trees, gutters, sewers, or trash. They can fly. They will enter homes seeking food and water. In different parts of the country, they are referred to as Water Bugs, Palmetto Bugs, Wood Roaches and Tree Roaches. Because cockroaches have the stigma of being associated with filth, it is common that people in the suburbs are under the illusion that they have water bugs, not cockroaches. Explaining that they are the same thing will often help your cause in making the sale.

Empathize with them that it's not their fault, they just live in a buggy climate and need our professional service to take care of it. American roaches can get up to 2.5 inches long, so whenever someone is talking about a huge roach, it is an American roach. Although our products will keep American roaches from nesting near the home, we can't fully prevent a cockroach from foraging into the home (from the sewer or trees). However, we can ensure that the roach will die as it does so.

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German Cockroaches are smaller, do not fly, and live almost exclusively indoors. These are the worst of the worst cockroaches when it comes to residential pest control. They reproduce fast, are very difficult to kill, and ruin homes. German cockroaches do not crawl into the home from the wild unless a neighbor has an infestation. They are brought into the home through clothing or furniture. When introduced from one colony to a new location, German roaches infest even the cleanest homes. Homemakers go nuts thinking that if they just keep the house clean enough, the roaches will go away. Unfortunately, that is not true.



Infestations typically begin in kitchens where there is plenty of food, shelter, and water. Roaches love warmth and electrical currents, so they often infest the motors of refrigerators, toasters, microwaves, dishwashers, and even home phones. Wallpaper is also a hotspot. German roaches scatter and hide when exposed to light, so during the daytime, you may only see the evidence of the colony. The first clue will be the nasty smell you will soon recognize.

Also, little black spots in corners and crevices are actually roach feces that they use to mark the area as a safe haven. Even with the best of treatments, German Roaches cannot be resolved overnight. This will be a 2-6 month process of gradual elimination. In many locations, you must charge for German Roaches. The good news is that homeowners with German Roaches will buy from you if they have the money. Talk to your branch about cockroaches!

Earwigs



Earwigs (AKA "pincher bugs") frighten and disgust people, but do no harm. They are found inside/outside, usually in moist areas. They tend to feed on fibers--ie, glue behind wallpaper, caulking, paper products, etc.

Fleas

Fleas are parasites that often live on dogs and cats. Tell the customer that it is important to have their animal treated. Our product will help keep fleas from getting close to the house.



Mice

Mice live their whole life 12-20 feet of their nest. House mice – They are gray and brown in color although some species will be white or black. They eat a very large variety of foods. They are small and fast. They can fit through holes the size of a pencil. They are often discovered because of their droppings in various parts of the kitchen, basement, garages, etc. They have small heads and feet, and big ears. We guarantee their extermination with baits and traps.



Millipedes



Millipedes are worm-like creatures that move slowly, and hide beneath objects where it is dark and damp.

Moles / Voles

Voles are basically moles with no eyes. They are an add-on service. Talk to your branch about these specifically. Some treat them, but in some states they don't have the licensing to do so.



Mosquitos

Mosquitos breed in still water. Neighborhoods near ponds or slow creeks typically have lots of mosquitos. Sometimes homeowners have standing water near their home that house mosquitos. Anything that holds water outdoors could be the cause. Treatments are typically on a monthly basis because mosquito products have no residual effect. If you kill all the mosquitos on one property, more mosquitos from the neighbors will soon reoccupy the area, so ongoing treatments during summer months are needed.



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Moths



There are several types of moths found in homes, and treatments for them are totally different. Some go after food in the pantry, and others eat clothing in the closet. More important than using pest control products are the steps taken to exclude them from becoming a problem. Technicians can help customers understand how to properly seal all food and prevent issues.

Mud Daubers

Mud Daubers (or Dirt Daubers) are a type of wasp that have extended tails. They gather dirt and mix it with their saliva to create rock hard nests on the side of homes. These nests (which can be shaped like tubes or blobs of dirt) are hard to remove and leave a permanent stain. Mud Daubers prefer to prey on Black Widows and other spiders. They are normally black with markings of yellow on the body. They have a distinct stretched out body segment located between the thorax and abdomen. Their nests are made



of mud hence the name. Prey such as cellar spiders are stung, paralyzed and placed in the clay like nest so that as the larvae hatches, they will have food to feed on. This activity increases before the winter so their larvae will survive the cold months. These insects do leave behind pheromones in order to mark territory. It will cause cosmetic damage once the mud nest has been scraped of the structure. Explain that mud daubers might indicate spiders especially Black Widows!



Pillbug

Rollie-pollies do have a name! Pill bugs feed on decaying matter, so it is common to see them outdoors in the same places as millipedes (under a rock).



Rats

Rats are large rodents that can nest in or near homes. Rats will not go more than 150 feet from their nest during their lifetime. Rat teeth constantly grow and they must chew on things to keep them from getting too big. Among other things, they can chew on wood, foam, clothes, and plastic. Rats may climb into the attic or nest in the garage. Their feces are noticeably larger than mice. Baits and traps may work, but the best treatments often involve exclusion: taking away entry points near the home to exclude them.



Silverfish

You will typically see silverfish crawling on walls in or near the bathroom or kitchen. They are about an inch long. In order for a silverfish to reproduce, thier environment must be over 98 degrees. Silverfish usually reproduce in the attic, then find an upstairs bathroom with plenty of water. When you find silverfish downstairs, that means the silverfish is having to compete with other pests for a place to live. They eat glue behind wallpaper, paper in bindings, carpet, etc.



NOTES

Spiders

People often say, "I don't have bugs, I just have spiders." Gently explain that this is a common misconception. Spiders are predators. They are only in your home because they have enough food to stay alive. They are feeding on the little pests you and I don't see. Most people dislike having spiders and spider webs in or on their home. There are often blood stains splattered on the wall under webs. Outdoors, spiders are everywhere, but especially near lights or water (easy places to catch prey).

You will often see egg sacs/casings (the ootheca) in spider webs. They can be various shades of white, yellow, and brown. Each egg sac will contain 50-200 baby spiders. Mother spiders are very defensive of their egg sacs, so do not disturb them, especially if you see the spider. If the egg sacs are not removed, the spiders will hatch out, spread out over all the surrounding areas, reaching adulthood in 3-12 months.

Black Widows are found in several parts of the US. Their bites are poisonous, causing intense pain, cramping, and/or vomiting. Children and the elderly will need to visit the hospital with a bite. Black widows are glossy black and their webs are "chaotic" rather than traditional. Black widow webs are incredibly strong. If you pull on a strand with a pen, you will hear it pop when it snaps. This is an easy way to identify the web when the spider is hiding in a crevice during the day. Look for Black Widows on siding of homes, usually at or below waist level. Other common places include sprinkler boxes, near garden hoses, or anywhere near water.

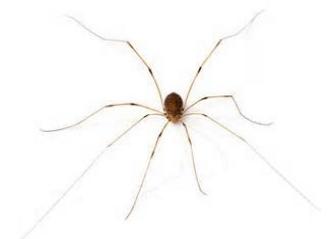


Brown Recluses are the most poisonous spiders in North America. Their bites are "necrotic," causing your skin to literally rot away. Most bites occur when the spider has crawled into a person's bed or clothing, seeking a new home, then gets defensive when a human comes near. They are sometimes called "fiddle-back" spiders because they have a marking that resembles a fiddle. They vary in color from dull yellow to dark brown. A common characteristic of the brown recluse is the presence of a dark, violin shaped mark on the dorsum or back. To identify the spider, both the eyes and the fiddle marking must be seen, as other spiders may possess only one or the other. They dwell in dark, sheltered places in homes and basements. Their bite causes necrosis, or tissue damage. A medical professional will be required to treat the bite accordingly. In most markets, keen sales reps and techs will find black widows daily. Brown recluses are less likely to be spotted, due to their reclusive nature.

Wolf Spiders – They are hairy arachnids. Their bodies are patterned in black, brown, and gray hues. They are relatively large and move quickly, which is why this spider normally entices fear in customers. Wolf spiders do not spin webs; instead, they reside within burrows. They will enter homes and reside in garages, basements, windows, doors, etc. One distinct characteristic is that the female wolf spider's eggs, once hatched, will attach themselves to her legs and body for protection. Wolf spiders bite is not of significant medical threat to the average adult, however they will bite.



Cellar Spiders – They have small bodies with long legs. They are often called for "daddy-longlegs." They are found in damp locations like basements, crawl spaces, and cellars. They encase their eggs with silk webs to protect them. Their webs can cause cosmetic issues for a home.



YOUR FOUNDATION
SHOULD BE TO...

“ NEVER
USE PRICE AS A CRUTCH.

ALWAYS LEAN ON THE
SALES CYCLE.

LOOK TO BUILD
QUALITY AND
URGENCY BY
CREATING
AND MEETING
THE NEED. ” ”

SALES CYCLE

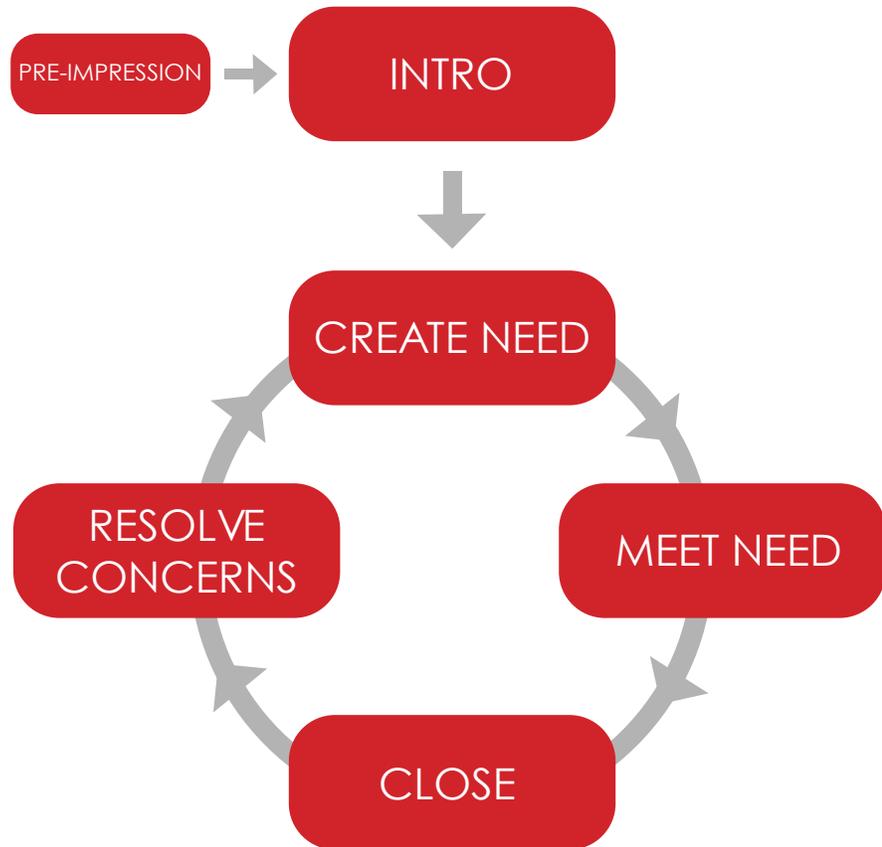
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SALES CYCLE

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HOW SALES ARE MADE



The Sales cycle is the process that you walk through in your head as you make a sale. It naturally progresses from one stage to the next. As a new sales rep, if you are ever unsure of what to say or do next, just think of the sales cycle.

Pre-impression — The view that people form of you (and vice-versa) before you speak.

Introduction/Opener — Introduce yourself and begin the sales cycle.

Create Need — Introduce a problem/need for the service that is present.

Meet Need — Tell them how the service would alleviate the issue.

Close — Ask for the sale.

Resolve Concern — Provide solutions to concerns and solidify the sale.

A typical sale requires going through the cycle several times. After resolving a concern, you begin again with creating a new need that you can meet.



PRE-IMPRESSION

The Pre-Impression is the view that people form of you (and vice-versa) before you start talking. They are watching you and you had better be observant and aware of your surroundings to help you make sales. Your pre-impressions are made entirely with body language.

Your appearance must be clean-cut and professional. Take out jewelry including necklaces, bracelets, earrings, excessive rings, or anything distracting. Tuck in your shirt.

Remember the note on 'staying in character'.

If doors close before you say a word, or you know someone sees you and he or she does not open the door, your pre-impression is not effective. In the pre-impression, your body language needs to communicate, "I am not a salesman," and to tell them you are here to help by getting rid of their bugs or do them a favor by giving them a discount. Communicating "I am not a salesperson on your doorstep" can be simple if you know what your body language says to a customer.

PROXEMICS

Proxemics is defined as the total space in which you communicate—such as a home, office, club, restaurant, etc. For our purposes, proxemics is defined as the doorstep or customer's home. Proxemics is important because each place has its own characteristics that affect the way you communicate. For example, if you and a friend go to a restaurant, you will need to talk louder and sit closer in order to communicate effectively. However, you would not need to do this when the same friend comes to your office or home.

In door-to-door sales, it is important to understand that the homeowner has an overwhelming advantage when you are trying to persuade them to buy your product. In sports, this is called "home field advantage". You can reverse the effects of home field advantage with the "this is my office" attitude.

YOUR OFFICE

Convert every doorstep into your office. Your desk is your iPad, notebook or clipboard.

1. Organize your office by noting which way the door will open.
2. Do not block the customer's view of the walkway to the door (this gives the customer a feeling of choice).
3. Position yourself in the personal zone, 3-4 feet from the door (Space Zones pg. 69), on the side of the door that will open to you. Avoid the side of the door that will trap you behind the door, requiring you to move to meet the customer, thus, destroying the feeling of your office.
4. Now position yourself properly and use your desk as if you are busy pointing (writing phone numbers or names or you can just doodle—the point is to be busy). When the customer sees you busy (in your office), you communicate, "I am not a salesman, I'm a professional and I belong on your doorstep (my office)."

NOTES

PRE-IMPRESSION

INTRO

CREATE NEED

RESOLVE CONCERNS

MEET NEED

CLOSE

NOTES

Now the advantage is yours. Proxemics is key to your pre-impression. With the attitude that "this is my office," you will communicate confidence and establish control of the conversation. This advantage will continue in your initial approach.

THE CUSTOMER

As you walk up to the door of a customer, you should mentally review information that will help you understand what type of customer you will be selling to. This will help you identify the needs of the customer and thus tailor an effective initial approach (see "Fitting In" pg. 25). Ask yourself these questions as you approach the door:

- What is the income level of the neighborhood?
- Are the cars new or old?
- What is the education level of the neighborhood?
- What general ethnicity is the neighborhood?
- What kinds of problems have the neighbors seen?
- Is the yard taken care of by a service or by themselves?
- Do I see bugs? (Constantly be looking for pests on their home or in their yard.)
- Are there webs in the eaves?
- Do they seem like gardeners? (Customer may have safety concerns.)
- Is there evidence of infestations?
- Is there evidence of children?

Any questions that you can ask yourself to gather a pre-impression of the type of customer that you will be selling will help you tailor your initial approach.

“ NEVER
BEND YOUR HEAD.
ALWAYS HOLD IT
HIGH.
LOOK THE WORLD
STRAIGHT IN
THE EYE. ”

- Helen Keller



INTRO / OPENER

LESS IS MORE

The best approaches are simple and confident.

Yet again, the best approaches are simple and EXTREMELY confident (assumptive). In fact, the simpler the approach, the better. When you get too complicated and start telling the customer information that they do not need, you often lose them in a maze of useless information. Too much information will lose the sale!

Your introduction should be adapted to your knowledge of the neighborhood and your pre-impression of the customer. Your initial approach should be given in such a way as to discover what kind of customer you are dealing with. This will enable you to effectively sell the customer according to his or her needs. You will address the customer's needs and answer any questions that they may have in the heart of your sale.

EXAMPLE SCRIPT

YOU-

(SMILE) Hey, how are ya? (smile and let them respond)

Real quick, I'm _____ with Insight/ Terminix, treating a bunch of your neighbor's homes; you've probably seen my trucks out here (look away/point). It's mainly just for those ants that everyone has been seeing and obviously the spiders and wasps that are popping up. (Nod your head) If you can get it done while I've got my trucks out here today and tomorrow, I can do it really cheap...

* Feel free to use 'real cheap', 'more than half off', or 'half off' *

CUSTOMER-

What's really cheap?

NOTES

PRE-IMPRESSON

INTRO

CREATE NEED

RESOLVE CONCERNS

MEET NEED

CLOSE

Notes to the Intro

- **Every market is different! Keep in mind that even from neighborhood to neighborhood the bugs may differ from ants, spiders, and wasps. Stay on your toes.**
- Feel free to write in the blanks or circle the choice of role you'd like to play in the example pitch and practice this over and over again. It may seem ridiculously simple and like you could do this with your eyes closed already, but you must humble yourself and practice this stuff in the mirror! The body-language is to come--read it!
- If you are saying, "Hi, how are you" before your intro and everyone in the area is in a hurry and not listening, then change it up. Instead try: "Hey, real quick..."

Getting Comfortable

As soon as you feel comfortable, begin to create a good relationship with the customer. Learn about pets, kids, or other things you noticed as you approached the house. This will give you something to talk about with the customer. You will see hundreds of people with flags and apparel of their favorite teams. Get to know at least a little bit about the local sports teams and current news. For example, if you are selling in DC, it's a great idea to be able to carry on a 30 second conversation about:

- The Nationals (Major League Baseball Team)
- The Redskins (NFL team...everyone in DC wants to talk about RGIII)
- Virginia Tech and University of Maryland (local College, Football and Basketball)

Even if you aren't a sports person, it can pay big dividends at opening people up to hear what you have to say if you talk for a minute about their team as if you know and care. The single biggest objective for your intro is to gain their attention. You must get them to listen for them to consider buying from you.

The greatest single objective for your intro is to gain their attention. You must get them to listen in order for them to consider buying from you.

FITTING IN

Sometimes the neighborhoods can change from the norm and you have to be able to adapt. Just because you're not selling well, DOES NOT mean the area is bad. Maybe you just have to adjust your pitch a TINY bit.

Assumptive Name-Drop

(Use the names and contracts of other customers in the area **whenever you can.**)

"Hey, I'm Jorge, with Terminix/Insight. Real quick, do you know the Jones family two houses down? Or Steve around the corner? (flip through as many contracts as you can) OK, cool, I imagine you have probably seen our trucks out here the last few days? (nodding head) We've been treating 30 of your neighbors a day out here. (waiving arm around entire neighborhood) Nobody has an infestation, it's just the typical bugs that everyone out here gets. It's mainly the little black ants and the spiders. (pointing to the bug sheet) Have they started getting inside yet or are they still just out here? (pointing to their yard/shrubs/porch) Perfect, that's why we're here. If I can get you on the route at the same time as your neighbors, we can get you set up with our flush outs that will protect you from everything and it's only half price because we're already here." (pause)

Route Coordinator

As the route coordinator, you take on the character of a salaried employee who has a few time spots available that are sandwiched between the tech appointments. If you can fill the route, your boss is gonna love you!

"Here's the thing, if we send a truck out just for you, it's going to be full price. We're treating John tomorrow at 2, and the Browns are getting serviced at 5. If we can fit you in, it helps us a ton because we save gas and time, and that way my technician isn't just sitting there with nothing to do between appointments. If we can get your home treated at the same time, we will pass on the savings to you."



Authoritative

"Hi, I'm LaShonda. Licensed pest inspector..."

Show them your license or ID card. Almost every state has some sort of required legislation. The best place to put this is on your lanyard or in the clear plastic covering on the outside of your binder to make it easier to waive your certificate in front of them. This approach adds credibility to the reason you are on their doorstep.

Casual

If you're using this one, refer to the standardized example on pg. 24. Either way, another example is written below.

"Hi, I'm Joe, the bug guy. I'm here to take care of your bugs. If you can get it done today while I'm here servicing your neighbors we can do it real cheap..."

The goal is to make our service a value for the customer. Usually customers will then ask the price. Rather than telling them how much it costs, explain what you will be doing for the price you are asking.

"I am going to de-web your eaves, and treat around the entire perimeter. Then I will be back here every quarter to reinforce the treatment around your home..."

Inspection Approach

You are the bug man and customers expect you to be inside (like the plumber comes inside their homes). There is nothing quite like getting inside a customer's home. Getting inside will increase the chance of the sale by three or four times. You will sell a larger percent of any group of people who let you inside.

"Hi, I am the bug man/woman, I was just at the neighbor's house (point to the neighbors you have sold) and I am giving free inspections... If you can get me through the back gate real quick, I'll go ahead and do a full inspection and knock again in 10 or so minutes to let you know what we've found."

The idea is to get inside the house and check for problems and show how you will treat them.

Most Everyone Has a Service Already

"Hey, I'm stopping by today because of the servicing going on right now. I'm sure you've noticed that most everyone has pest control by now...you've seen how the trucks come out, right? Who are you using, or are you still fighting that battle yourself?"

Flyer

"Hey, I'm Inigo Montoya. Real quick, did you get my flyer earlier? I'm just the local bug guy and have been treating a bunch of the neighbor's homes. (Show them the bug sheet.) I came by real quick. I've got my trucks up the road. We just finished up a home. If you are available in the next hour or two, I can actually get it done really cheap."

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SMOKE SCREENS

There is an entire section on resolving concerns later in the chapter, but you are likely to receive a different style of concerns during or right after your initial approach. These "concerns" are often a smoke screen to disguise the fact that they don't want to listen right now; naturally, these need to be treated differently than a genuine concern.

Until the customer repeats the same objection 2/3 times, you must treat what he/she is saying as if it is a smoke screen.

- "Do you have a card?"
- "Do you have a flyer?"
- "I will give you a call."
- "I do it myself"
- "I'm not interested"
- Any kind of "I am busy" response.



These are all smoke screens designed to get you to leave. This is their polite way of saying they are not interested in talking to you anymore.

More info is found in the "Resolving Concerns" section of the manual

YOUR GOAL: GAIN CONTROL AND CONFIDENCE

HOW?: 5 STEP TRANSITIONAL PROCESS

1) SMILE - Great tension breaker.

2) TRANSITIONAL PHRASE - This includes 2 things

- A validating word: "Perfect", "Sure", "Totally Understandable", "Absolutely"
- The actual transitional phrase: " let me show why the neighbors are jumping onboard", " let me show you what I noticed when I walked up to the house", " that's actually exactly why I'm here", "The key to our success is actually right here".

3) BREAK EYE CONTACT - 2 things happen when you do this; 1- the customer loses control and 2- you gain confidence.

4) MOVE - Body language is a huge way to show confidence and guide the conversation to the place you want it to go.

5) CREATE A NEW NEED - New is the important part. Your goal is to get the customer's mind off of their smoke screen and into the need you wish to create.

You should expect these types of moves for control and have a response ready. If you do not control the conversation in your initial approach, the customer will. You want a customer to hear what you say, not what they want to hear. **REPEAT:** You want a customer to hear what you say not what they want to hear. In addition, if a customer controls the conversation they will use that control to get you off their doorstep. Ignore the smoke screen and quickly dangle something in front of them that will get them to give you their attention so you can continue.

Best Responses to Smoke Screens

- "Actually, I stopped by because I've got a spot on this route..."
- (I'M EATING/PREPARING DINNER) "Dinner smells good! Do you have room for one more?"
- "I apologize. I'll be quick with you. What we are doing is..."
- "I stopped by because we are servicing right across the street..."
- "I don't have a card (or flyer) I can leave you. What I do have is some room on the route in this area that I can offer..."
- (DO YOU HAVE A CARD) "You should give me a call later, but the price I can offer now is much lower..."
- "I know you are busy, but quickly, if I can fit you in tomorrow after or before the Johnsons (point to the neighbor's house that you sold), it's gonna be way cheaper!"

CREATE THE NEED

Creating the need is a matter of introducing a problem or need for the service. You must get the homeowner to recognize the need and want a solution for it.

3 CATEGORIES

Customers fall into one of three categories.

1. You Can See They Have Bugs

Obviously, if you see pests or evidence of pests in their home, you know where to go when it's time to create the need. Be bold! Don't be afraid to point them out and talk about them.

2. They Have Bugs and You Can't See Them

Remember that most pests are nocturnal, so not seeing bugs doesn't mean they don't exist. Some people will pretend they have no pests, even though they definitely need the service. Also, some customers will not initially see a need for the service, but when you show them evidence of pests as you walk around the home explaining the service, they become interested.

3. They Don't Have Bugs

This is very rare--in fact, almost never will this be the truth. Most people just think that they don't have bugs, but they do. These people may still be interested in a service to prevent them from having future issues and to protect their home.

SPECIFIC EXAMPLES

A rule of thumb when creating the need: Don't overstate the need for the service.

Using words like "problems" or "infestations" make people think to themselves, "I certainly don't have an *INFESTATION*...I guess I don't need pest control. That's for people with real problems. I just have a few bugs..." Instead, use the **Couple, Couple, Few method**:

*"We are here taking care of a **couple** spiders, a **couple** of those tiny black ants, and then, of course, a **few** of those crickets that you see on the outside and are starting to get behind the siding."*

The key is to personalize your "creation" of the need to the actual pests and types of homes in the area. Here are some examples of personalized ways of creating the need:

Homes with Siding

You can tap on the siding and say, "Do you hear that hollow sound? [Nod your head up and down.] Siding is great for protecting your home against the elements, but bugs love it. They can easily nest in the space between the siding and the drywall on the inside of the home. Eventually they move into the home. My treatment is designed..." As you explain the process of bugs moving in the home, bend down and put your fingers underneath the siding. Ask, "Do you see this opening? You'd be amazed at the things that get up underneath here. Stick your hand down here..." They never will, but your point has already been made.

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Homes Built on a Slab Foundation

“This home is on a slab right? [They agree with you as you nod.] I'm sure that you've been in the back of your home during the summertime and have lifted up a large rock on the ground. When you do, you always see lots of bugs and worms in the moisture that is trapped underneath. Well, it's the same with your home. Under a slab foundation, bugs, especially ants, love to nest and breed. Our treatment is designed...” This approach also works with driveways if the house is not built on a slab.

Stucco Homes

“I am sure you know how much bugs like stucco homes. [Nod and get them to agree.] Over the course of time, the earth shifts and causes cracks in the home. Ants and other insects move along the foundation to find cracks in the stucco and eventually move through these cracks in the walls. Before you know it, you start seeing bugs on the inside of your home. My treatment is designed...” This approach can be used on any home, but instead of referring to stucco, talk about cracks in the foundation.

Wall Voids / Overpopulation

Explain how bugs live in the walls. Tell customers that one reason they see bugs on the inside of the home is that wall voids become overpopulated and insects are forced into the open search for more food and water. Describe how your treatment has been developed to get in the cracks and crevices where the bugs live and breed to control them from the source.

Time of the Year

“April/May is the perfect time to get your home treated. You know how it was a warm winter? The bugs didn't magically disappear...They've been working hard all winter feeding and breeding. They are about to burst out in full force the next few weeks. Let's get you treated now while it's half price!”

“August is a great time to start pest control. I can clean up all the critters that run rampant in the peak of summer. Then when it gets cooler and the bugs want to move indoors, my barrier will keep them out, preventing that explosion of bugs next spring.”

Surrounding Areas

When you knock in an area that has lakes, explain that there are more bugs in the neighborhood because of all the water. Also, construction can cause more field mice and spiders in an area. When there is a house under construction next door to the house you are knocking, let them know the activity that construction causes, such as stirred up ant colonies, etc.

Wealthy Areas

Concentrate on preventive maintenance and the safety of our service. Do not mention that people have bugs on the inside of their homes. (They usually will not.) Focus instead on explaining the benefits of the service that will help them retain the value of their homes—as if you were doing them a favor. Complement them on their home and on their neighborhood. (Rich people like to be complemented.)

“Your home is really unique because...”

-trees close to home/ rock beds/ big yard/ whatever.

“This will protect your investment.”

“A lot of the neighbors have a service. Everyone in the area really cares about their home.”



USING QUESTIONS

Asking questions is a terrific way to keep the customer engaged in the conversation. Questions can have extremely good or bad outcomes on your sale. Asking the right questions makes your life easier and sets you up to steer the sale where you want it to go.

Bad Questions - General rule of thumb: giving the customer an opportunity to say no in any way is not a good idea.

You will usually get shut down using any of these:

- Do you have bugs?
- Are you interested?
- Can I come back later?
- Do you have a minute?
- Are you happy with your service?
- Are you planning to get a PC this year?

Good Questions - Get the customer to agree with you.

- How long have you lived in the area?
- The neighbors have been seeing ants and wasps. Which are you seeing more of?
- Is your backyard bigger than your front yard?
- When you have seen bugs in the past, was it more in the front or back?/ In or out?
- Is your backyard also landscaped with a bit of mulch? (or whatever is in the front)
- How many wet walls do you have?
- Do you have a shed?
- Is your garage going to be accessible for my technician?
- Do you have a basement? (if in a market with basements) Is it finished?
- Do you know why these beetles always show up dead on your porch? (They come from the mulch and our granules would fix that)
- No offense, but where are the bugs going to go after we treat the neighbors?

Questions about the home/yard/landscaping are great because it doesn't really matter how they answer. You can take their answer and relate it to a need for and scope of the service.

Q: "Is the backyard bigger than the front?"

A: "Yes, it's probably twice as big."

Create the Need: "OK, perfect. The reason I ask is because whenever you have that much grass, you are going to have breeding grounds for several critters that are common to this area. The reason we are seeing these spiders right here is that they are feeding on all the pests in the home as well as this giant backyard. They will start out back here, and eventually push inside to follow their food."

(This naturally transitions to meeting the need.)

Meet the Need: "Of course you know that we will do a great interior treatment to keep pests away from the home. I want to tell you what sets us apart from the competition. Most people who have pest control still get spiders all over outside the house. We take care of that by actually doing a high pressure spray barrier on the outside, and we are going to granulate the yard another 10 feet away from the home. These exterior products are micro-encapsulated so they stay active and waterproof for 90 days and even sink into the dirt about an inch. We will take care of all the bugs out here!"

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More Examples

Create Need: (With a curious look on your face) "Have you seen this?" (or) "You've got to come take a look at these _____ I noticed in your bushes/walkway/side of your home."

Create Need: "Now that it's getting closer to the peak of summer, those ants are foraging for food and water. They enter the wall voids through cracks in the home. Then they can travel along the plumbing lines to get access to your kitchen and bathrooms. That's why every time the kids leave a few crumbs or a few drops on the counter, you get 100s of little visitors."

Create Need: "Yeah, a lot of people say they don't want any bugs inside and it's just the little spiders in the corners. Spiders are hunters. They are in your home because they have enough little bugs that you can't see to keep them going. These spiders and pests leave not only webs and dead carcasses, but they spread germs throughout the home too."

VERY IMPORTANT

Whenever someone says they have seen or currently have bugs, ask "Where?" Then "Let's go take a look." Then start leaning towards that direction. When you get there, empathize that it is unfortunate that the bugs are here. Then meet the need using one of the scopes of the service. "Wow, these already made it INSIDE your home. That's not good, but we can take care of it. At least it hasn't gotten worse yet. We will apply..." Once this has happened, you will most likely make this sale as long as you keep assuming the sale.

Do not say, "Is it OK if I go look at that problem inside your home?"

When someone admits to seeing or hating spiders, key in on that! Spiders are what they care about, not ants, or wasps. Don't go off on some tangent about the service or some OTHER pest. They want to hear about spiders and only spiders for now. They'll ask you if they want to know more. **Listen, listen, listen.**

2 most important things to do when Creating the Need:

There are two steps to effectively creating the need. You have to do both steps or you won't effectively create the right type of need.

1. **Identify** - When identifying a bug you want to be specific. Just saying, "those are ants, or those are spiders" won't be good enough. The more specific you are, the more credibility you will build. You want to sound like an expert.

2. **Explain why they are bad** - Earlier in the training manual we discussed bugs and entomology. Here is when you will use that knowledge to educate the customer on why the bug you are talking about is bad. Just identifying will not work, so make sure to explain why they are bad.

Sometimes you might draw a blank on the doors and not remember everything about a specific bug. There is a universal phrase to create need that works on everything except for wasps, so, when in doubt use this:

"What happens is the ANTS (other bugs) come in through weep holes and follow the condensation of the pipes and nest in the wet walls. Overtime, the pheromones and larvae can build up and cause damage if you are not careful."

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TIE IT BACK

Tell them how the service will solve their problem that you just discussed when creating the need.

Pest Control Ammunition—Think of the following bullet points as “ammo”...these are the positive benefits that people want to buy. (See special forces analogy on pg 86.)

- Exterior liquid barrier
- Granulation around the house
- Crack and crevice treatment
- De-webbing
- Money back guarantee
- Free re-services
- Discounted initial
- Discounted quarterly
- Safe products
- Open schedule for servicing
- 2 hour window of arrival
- Free spot treatments
- Email/phone in advance
- Easy/Auto pay
- Price Guarantee
- Free termite inspection
- Referral discount/credit
- Your spouse will love it!

For example, a customer expresses frustration that the cable company or another pest company makes them sit at home all day because the tech will arrive anytime between 8am and 5pm. Jump in and empathize with them. “Wow, that is unfortunate! You are going to love us. We know you have more important things to do than just sit around. We actually give you a 2 hour arrival window...not 9.”

SHOW DON'T TELL

When explaining the scope of the service, it's important to help the customer visualize it. You might want to relate the scopes of the service to the following:

De-Webbing	→	Chimney Sweep
Power Spray	→	Car Wash
Granulation	→	Spreading Fertilizer
Crack and Crevice Treatment	→	Straw on WD-40

Seeing a need and meeting it is where your presentation skills shine. Don't be afraid to seem a little crazy. You really have to show enthusiasm to sell well. Our goal is to make this feel more like buying a product-rather than buying a service.

USING SCOPES

In-Wall Injection

“We get under the sinks in your bathrooms and kitchen, slide the ring around the pipe forward, and inject a product back into the wall voids that will eliminate any pests in that area. The best part about an advanced technique like that is it stays active for a long period of time.”

Crack and Crevice Treatment

“We don’t do a huge fan spray all along the baseboards and walls like a lot of companies because that leaves residue and can ruin the carpet. We will use a targeted treatment that hits the bugs not just where you might see them, but where they actually nest. We use our eco-friendly products in the cracks and crevices of the home so that it gets all the pests.”

Exterior Perimeter Barrier

“One of the things you will love about us is that we don’t just walk around the outside of the house with a pump can. We actually want to get rid of your bugs, so we are going to use a (backpack or power) sprayer to apply a high PSI liquid barrier treatment on all sides of the home. This will seal off your house and take care of any pests that try to get through.”

Exterior Granulation

“We are going to spread a water-activated granular product that absorbs into your dirt and keeps pests away from your home. As another line of defense, this will give you a great barrier! Most companies just do a little spray outside...and I can tell! You get tons of dead bugs all over your doorstep. You don’t want that. Either your house will look dirty or you will be sweeping off your porch every day. You’ll love us because we are going to keep the bugs out and away from your home.”

De-Webbing

“Those spider webs are so annoying right? For all I know you could have knocked those down yesterday, but they keep coming back. We are going to knock them down with our De-Webbing pole. Thanks to the quality of our liquid AND granular barrier, those spiders won’t be sticking around to rebuild. We will remove those spider egg casings that contain 100s of babies that will hatch out and spread all over the property. We are also going to find and remove wasp and mud-dauber nests as well. This service goes a long way towards improving the look of your home!”

AMMO

DO NOT USE ALL YOUR AMMO AT ONCE! When you meet a need, close them and then work your way back through the cycle before you meet another need.

This is necessary in order to:

1. Build the value.
2. Allow them to actually understand what you are saying.

Everyone has seen a salesperson talk and talk and talk about how awesome something is, but they lose your attention. Don’t let this be you. Talk and move slowly, smoothly, and confidently when explaining the service.

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HAVE TO ASK

Closing is asking for the sale. A close needs to carry the same confidence that you have portrayed from the time the customer opened the door.

We mentioned new salespeople who talk too much on the previous page. Perhaps one reason they talk on and on about the specs of their product/service is that they are afraid to close. You should be constantly looking for opportunities to close the sale. From the moment you meet a customer you should look for an opportunity to close the deal!

There is a wide range of closes, but they are broken down into two categories:

Soft Closes and Hard Closes. As you go through the sales cycle, you will begin with soft closes and gradually build up to more and more hard closes that end in a completed sale.

SOFT CLOSE

A soft close requires a response from the customer, but not a definite commitment. Soft closes are largely assumptive statements or questions designed to plant a seed in their mind about why you are ultimately there and how they can obtain the service you offer. When the customer responds to a soft close, he/she will reveal missing information required for the sale which will give you the opportunity to add the proper ingredients to finalize the sale.

List of Soft Closes

- If you can take one of my slots today or tomorrow, I can do it cheap. (Pause.)
- Won't it be great once we take care of these ____?
- When we come out to treat your home, we will...
- Do you want us to include the garage for free?
- Are you usually home in the morning or afternoon?
- Let me make a note of that.
- When we come out tomorrow, do you want us to take care of ___?
- Are mornings better for you? (Interrupt yourself.) Are you 'gonna be here same time tomorrow or by chance the rest of the day today? I can get you in for the best deal.
- Let's get this taken care of tomorrow → click pen while they think.
- How are you feeling so far about the ____ we discussed?

CLOSING IS AN ACTION! You have to choose to close. When someone is interested but you aren't sure what to do next, CLOSE THEM!

Pausing is a great soft close to use after you have baited them into responding to you. Silence is not only key, but necessary while closing. Don't be afraid of the silence.

Classic Soft Close Examples

Ascending Close

Get the customer to say yes 2-3 times before hard closing.

The idea behind the ascending close is to ask questions that will get the customer used to saying "yes," then use a close to keep them in the rhythm of saying yes. For example:

"This is a two-bathroom home, right?"

"And it's on slab foundation, right?"

You would then follow this up with something like:

"Great, and you're gonna be home around the same time tomorrow?"

After that "yes," you give them a hard close with a time to do the service.

The Light Bulb Close

Explain that you will be in the neighborhood treating the neighbor's homes, then, interrupt yourself and say,

"Oh, will you be here tomorrow (nod your head)?"

"Good, then all we'll have to do is back our truck up from your neighbor's house and service your home."

It may take a moment to see the genius in this approach. First of all, you do not sound 'canned' because you interrupted yourself as if it just dawned on you that they could be serviced at the same time as their neighbors. Next, it is a very soft close that gets them in the "yes" mode.

After using several soft closes, customers quickly see where you are heading with the sale. They will start coming up with concerns or questions that will naturally move the sale forward. Closing is not only asking for the sale, it's a way to pull out their concerns so you know where to go next.

HARD CLOSE

It's time to hard close when you have built up the need, value, and urgency, and they responded well to your soft closes.

- Begin reviewing the sales agreement with them and make generic marks on it.
- We can treat in your garage for free while we're out, so can you try to make the garage accessible for us when we come by?
- Are you going to be around later today? If you have an extra black pen we can get this finished quick.
- Perfect, I'll just need to grab some info real quick, what's your name? (Then start filling out the contract in front of them.)
- Do you want to use a credit or debit card?
- Do you have a table we could sit at to fill out the paperwork?
- OK, As soon as I get this filled out we will be all set and I can get you lined up.

You don't need to know 50 closes in order to sell well. Most reps actually use the same 1 or 2 or maybe 3 closes over and over again. Just get really good at using a few that you like.

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A Classic Hard Close

Use a knocking sheet and some old contracts from previous sales. Write the next available service times on your knocking sheet and show it to the customer. This allows the customers to actually visualize the close. Rather than just asking a question, the close becomes tangible—their name will be written in a time slot on your route sheet. Ask them, “Would morning or afternoon be better? I have an opening here from 10 and noon, or later in the afternoon....” As you show them your route sheet, point to the names of the neighbors that are taking advantage of the discount. You should know the names of the neighbors. Writing the names of those being serviced on the route validates you have just scheduled appointments with their neighbors.

Rule of Thumb

Always Be Closing. Period. (ABC)

Being Assumptive

Pausing in awkward silence towards the end of your “pitch” is usually bad. You have probably told them everything you can think of, and now you have nothing left to say. Your silence is essentially asking them, “Yes or No?” Most people will say no (by asking for a card or saying that they need to do research) when they are asked like that.

After you have done a valiant job creating and meeting the need, don't pause. Assume it! “So like I said, we'll use our advanced barrier all the way around, and it'll fix those ants for sure. You'll love it when they are gone. I'm also gonna make a note for my tech to knock down that wasp nest. In a second, I'll call to get a spot on the route. First I just need to grab some info.” Side step next to them (hip to hip) and motion that you'll begin writing on the contract. “What's your first name?”

By making a move to fill out the contract, you will be surprised how many people will buy from you! **You will get at least one extra sale per day by being assumptive.**

Look for more on being assumptive in Chapter 6.

TOO OFTEN,
SALES REPS SIMPLY
REGURGITATE
THEIR PRESENTATIONS
AND
EXPECT TO LAND THE SALE... IT
DOESN'T
WORK!

-- Harvey Mackay

RESOLVE CONCERNS

3 CATEGORIES

Many people get confused here. THERE IS A BIG DIFFERENCE BETWEEN QUESTIONS, EXCUSES, AND CONCERNS.

1. Questions

The customer is seeking more knowledge.

2. Excuses

The customer is making stuff up to avoid directly saying that they aren't interested. Their story won't add up. Excuses usually take on the same words as concerns, but they are stated flatly, in a way that hopefully end the conversation. If you logically overcome what you think is the concern, they just have another one, and they start to lose patience.

3. Concerns

The customer is interested but thinks there are some hurdles between them and the sale. You can almost always help them get over these. Remember, most of the time this concern can be addressed with the 5 step transitional process described under smoke screens earlier in the chapter; **REMEMBER it is not a real concern unless repeated 2 or 3 times.**

QUESTIONS

Questions should be answered as questions, not concerns. For example:

"Is it really worth \$X?" is a question you can answer quickly. The customer trusts you enough to ask, which is great.

"That's too much money" is a concern that needs to be overcome through building the need and value.

Answering One of the Most Important Questions

Customer: How much does it cost?

Rep: Good question. How many bathrooms does this house have? And it's how many square feet?

Customer: 3.5 baths, 2,800 square feet.

Rep: Perfect. The reason I ask is that the bigger the home, the more product we are going to use. The bathrooms matter because what we're going to do is go under the sink in the kitchen and bathroom. (finish creating/meeting the need for crack and crevice and injection treatment), then close them and pretend like they never asked how much it is.

This approach allows you the opportunity to build up the value a little more, but sure enough, a minute later the customer will ask again...

Customer: Like I said...How much does it cost?

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CLOSE

Answering One of the Most Important Questions (Continued):

Rep: *Oh yeah, sorry. Like I was saying, for the service we do, it's not bad AT ALL for the quarterly. Only \$X...the thing that gets expensive with pest control is the initial. The first time we come out, we have to put down more product and spend more time than usual. It gets expensive. If you call in for the service and we are coming out here just for your house, it's going to be \$Y! But Mr. Smith, since we are already treating the neighbors literally ON YOUR STREET (or in the area), my boss is totally cool with me dropping the price down since we can just back the truck up and take care of you. If you can work with me and fill in one of the spots we have open on the route, I can do it for \$Z! I just don't want my tech sitting in his truck between appointments with nothing to do. That way he stays busy.*

THEN BACK TO CREATE THE NEED, QUICKLY THROUGH THE CYCLE, AND CLOSE!

So, like I was saying, we are going to take care of the spiders in the living room and keep those ants out of the house. Do you want me to have the technician go ahead and treat the garage at no charge?

You cannot stop talking after you give the price. You MUST divert their attention and use a close. Pausing after a price is basically asking for a Yes/No answer, and asking like that usually gets a No. Something along the lines of this example should work pretty well.

Once again, there **IS** a difference between a sincere question that a customer asks and an object or concern. For example, if the customer asks, "Do I really need this for a year?" they are really saying "You are the 'bug master.' Do you think I need this for a year?" In the case of a question, you need to simply answer the question. A good answer will be brief and to the point. For example, a good answer to this question would be:

"Yes" or "Absolutely, you wouldn't want it any other way."

A question may develop into a concern and if it does, you will need to use the resolving concerns sequence. The key is being aware of the non-verbal signals the customer is sending to help clarify if you will need to answer a question or overcome an objection.

Back to Creating the Need--Every Time

One sales tip from Tom Hopkins, one of the most recognized sales trainers in America, is to answer a question with a question. For example, a customer might ask: **Will this treatment kill spiders?**

Rather than eagerly exclaiming "Yes! It will get rid of all of them!", you might ask "Where are you seeing them?"

This allows you to open it up for the customer to tell you exactly where they're seeing them and help establish a 100%, un-doubted need for this service. **The fact that they're asking if we take care of a specific pest means it's on their mind!** They've thought about it because they've seen them or neighbors have seen them. Also, knowing what matters to the customer, allows you to tailor your response to them and give appropriate instructions to technicians.

WHEN SOMEONE ASKS, "WHAT DO YOU DO FOR _____ (specific pest)?",
RESPOND WITH,

"WHERE ARE YOU SEEING THEM?"

OR

"WOULD YOU LIKE US TO TAKE CARE OF THOSE
TOMORROW?"



A Note on Excuses and Concerns

When responding to a customer's questions, your initial, non-verbal reaction can make or break the sale. Depending on the excuse or concern, you need to react appropriately. The way you respond to the question will determine the outcome.

Always respond immediately in a way that makes it seem like their concern or excuse is no big deal, then go on creating and meeting a new need. Essentially nothing they say will disqualify them from buying pest control from you.

For example, if a customer tells you he/she treats their own house for pests and if you respond by hanging your head and apologizing, the fact is, you lost that sale. If you responded by saying, "Actually, everyone in your neighborhood either has a service or treats the pests themselves; that's exactly why I'm here..."

EXCUSES

Lots of people will give excuses that might sound like a concern. You must persist and quickly build up some value for them to get interested. Most people, if they want to get away from the situation, will come up with some kind of "busy" excuse. Customers will say anything to make you think you are intruding. Other cases occur when they are just leaving or just returning home. And the all-time favorite, "We're in the middle of dinner."

They are either afraid of or not in the mood to buy something and they think giving you an excuse disguised as a concern will disqualify them as a possible customer.

You can recognize an excuse by the tone of voice. Excuses are stated flatly. The customer expects that their excuse will end the conversation. They don't give an excuse hoping you have something clever that will keep the sale going.

When a customer decides they are done with the conversation, whether they have just opened the door or you have been talking for some time, **throw out your best sounding one-liner**. This will not only keep you from sounding rude, but will keep you trying until the door is shut. That could be anything from making your best price sound unbelievable, to the fact that you serviced the Birmingham's next door. Say something appealing that catches their attention. This gives you a chance to go into the service, guarantee, etc.

The right consistency of boldness, combined with persistence, ensures that each person you talk to will hear as much as possible. This will give you a chance to educate them and help them understand the benefits of your service. Motivate yourself—make the relationship between you and the customer a game. Be persistent until you make the sale and win!

If you say the right thing the right way, you have them. For example, "I can offer the best price in town while I'm here...", "I service so many of your neighbors that I wanted to offer half off treatment if I can fit you in while my truck is here...", "I do things differently than everyone else...", or "I wanted to stop here a minute before I went home..." Using your best-sounding one-liners will not only keep you from sounding rude, but will keep you trying until the door is shut.

Quick Examples

Customer: I don't have time to talk right now.

Rep: Sure. I'm busy as well, I am just out here because we are...

Customer: Do you have a card? I'll call you.

Rep: This isn't a call-in discount. It's because I am here with the trucks in the area...

Customer: I don't talk to sales people on my door.

Rep: Me neither, let's just step inside...just kidding. But seriously, I'm just here to...

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CONCERNS

When someone has a genuine concern, remember: **YOU ARE THEIR FRIEND**. They just need more information about the service to make an informed decision. A customer's concern will disappear when they realize everything you do is for them and they can see the benefit.

A concern is not a bad thing; rather, it is positive information that will help your sale. A concern can be looked at as an opportunity to taste the mixture of the three ingredients of the sale (Need, Value, and Urgency, pg. 42), at which time you can adjust the mixture. As a customer gives an objection, you will simply add the right ingredients and test the mixture again.

The sequence of tasting and adding ingredients to finish your sale goes as follows:

- 1) After giving a close (tasting)
- 2) the customer shares a concern
- 3) you assess the needs of that customer
- 4) you then use a transitional phrase, then answer by
- 5) explaining or re-explaining the benefits of the service tailored to the objection
- 6) then creating a new need and so forth.

3 Steps for Resolving Legitimate Concerns

(if it's not legitimate that means it's a smoke screen, refer to page 27 for that process)

1. Validating transitional phrase.
2. Logically resolve the concern.
3. Continue around the Sales Cycle to create a new need, meet it, and close again.

Validating Transitional Phrases

Customers usually have a good reason for their objections. They need to feel like you are on their side. Support them and tell them that you are there to help. When they give you an objection, you can use the following transitional phrases:

- "That's exactly why I'm here..." (You must say this in a nonchalant tone.)
- "That's a great question..."
- "Most people I talk to wonder the same thing..."
- "Actually..."
- "Sure."
- "That's fine. Let me tell you what I am doing for your neighbors..."

The transitional phrase that will transition you out of making a sale:

"Oh, really?"

If you are saying this, YOU HAVE TO STOP. It over-validates the concern.

The Phrase to Overcome All Concerns

When a customer gives you a concern, simply say "That's fine, just let me tell you what I'm doing for your neighbors." When you say this, you are no longer a threat to them; you are just giving them information – which builds the value and might allow you to make the sale.

Maintaining Control of the Conversation

Often, customers respond in ways they think will discourage you. They come up with every kind of negative response – as if by saying something challenging they are going to get you to walk away. They will succeed however, if they can keep the conversation on a negative level. To avoid this situation, listen carefully for the downward turns and immediately swing the conversation upward into a positive exchange.



To turn the conversation positive, pay close attention to the tone of the customer's meta-verbal communication. As soon as you hear a challenge or a negative downturn, quickly reply with a solid, positive support for their concern and your reason for doing what you do and the way you do it.

Any of the following phrases will help accentuate a positive response:

- "You know, you're right..."
- "Actually, that's why we do things differently..."
- "That's an excellent question! I found the same..."
- "Most people I talk to ask the same thing. We don't do that anymore..."
- "A lot of your neighbors have had trouble with the same..."
- "That's a great idea..."

Any time you can change the mood to support the customer's objections, they will begin to support you in the things you say. You will actually create a situation where they know you understand them and are on their side. When it is time for them to agree with you, they will because you are both on the same side.

Never use negative words or phrases that contradict the opinions of your potential customer. Support them in the things they say and are worried about, then you will get them to agree with you when you need them to understand what you are saying and why you are there.

When you answer every question confidently, turning their concerns into benefits, you make the sale. If it is something that is good for them, they will feel like they need the service.

CONCERN EXAMPLES

The key to resolving concerns is to be incredibly confident, and make it seem like no big deal. Resolve it quickly and effectively and then create another need and move on.

Focus on what they need to hear – is it more Need, Value, and/or Urgency?

"I Don't Have Any Bugs."

- I don't notice any bugs (Most adult men never notice bugs.)
- I don't have MANY bugs, at least not enough to be a problem.

Of course not, that's why we're doing buy one, get one free on cockroaches. Just kidding man. I wouldn't think you would have any bug problems. Most of the people I service just have a few _____ and _____, but I'm not surprised you're not seeing any. You're like most guys and you've got your "man goggles" on. Let me show you what we're treating for [then take them around the perimeter and point out what we will do].

I'm glad you aren't seeing any yet, because when you start to see insects, that's because there is an "over-infestation" of bugs and they are out "foraging" for food. When we wait until then to treat, it is much more difficult to get rid of them. That's why a lot of your neighbors are having us treat while we are here. Like I said, it's 50% off tomorrow and we could treat in the morning or afternoon, whichever is better for you.

“I Do It Myself.”

- I can handle these bugs, I would call if I had a “problem”.
- I don't want to pay for a service I do myself.
- I actually believe that the crap from the store will work.

“That's great man, you've got to do something out here, right? Have you been treating more for ants or is it these spiders you've got here on the siding?” Tactfully explain all the things that we do that they cannot do on their own. “Most do-it-yourselfers who give us a try for a year end up keeping it for the long haul because you just can't get it quite like we can. Plus, it saves you time and the hassle. It's not that you aren't doing a great job, it's just that when you are a licensed applicator, we have access to the products that are designed to work, not the products which are designed to make sales at the store.”

“You're going to want to try some prescription strength products. The over the counter stuff breaks down too quickly with all of the rain (heat or sun) we have here in (Name of city). I use microencapsulated materials that don't break down as quickly because they become emulsified in the water when it rains. The insects take these micro-capsules back to their nests, so it takes care of them from the source.”

If you are selling in a wealthy area, help them realize the benefits of the service.

“Let me quickly illustrate how much more you may be spending by doing it yourself. If you made, let's say \$30/hr. To do the type of treatment needed to protect your home, you're going to have to 1) go to Lowe's or Home Depot, 2) buy the chemicals – you can't even get the good stuff over the counter – and 3) take the time to apply them every week and a half to two weeks because what you can purchase washes away so quickly. 4) Then you end up spending quite a bit on the pesticides because they have to be applied so often. So, we are looking at about three hours per month. That's ninety dollars of your time! Why not just have a professional come out and take care of it? I guarantee our work and we do a thorough job....”

“I don't think I need it for a whole year.”

- I don't understand why I need pest control in the winter.
- I think you might be selling me unnecessary treatments.

Explain that it is a waste of money to treat just once or twice. After explaining the quarterly service, tell customers that it just will not work to treat the home a couple of times. If they still do not want the regular treatment, say, “That's too bad, we don't do short term services, therefore, I can't give you the discount.” With this in mind, some customers will reconsider their initial rejection of the service.

If this does not seem to work for you, say, “If I come out and spray your home just a couple of times, I am stealing your money. If you don't want me to give you the total program, then there's no way I can control your bugs. Look, I am not going to twist your arm, but, if you only want it 2 or 3 times, you might as well just throw your money out the window.” From here, explain the life cycles of the bugs and how they hatch on a regular basis.

You can also explain that any product you use will break down after 75-90 days. This justifies the quarterly schedule. “I do the same as everyone else. The best companies offer quarterly services because the products on the market break down. If I didn't come that often, you'd have eggs hatching, maturing, and laying eggs of their own before the products take care of them.”

It's a lot cheaper for the service than to do a couple one-shots and still have bugs. If you are going to pay, you might as well do it right and actually get rid of the bugs.



Infrequent services can't guarantee anything beyond a month. It just can't cover all the _____ in the neighborhood that everyone is getting.

Most people don't get attacked by ants in the winter, but our service covers (mice, spiders or whatever) that are usually active in the winter.

This is a process. The bugs don't magically disappear. They are still turning over **gestational cycles**, just at a slower rate. Everybody needs it done now, then, it won't be an issue for you like it will be for your neighbors down the road.

The **feeding-breeding-nesting-hatching cycle** can't be broken with sporadic treatments. Consistency is the key-just like lifting weights.

I'm glad you mentioned that. Winter is when we do some of our best work. That is when the bugs try to move inside the home to nest in the wall voids. They reproduce all winter, then start coming out in the spring. We are able to ensure that we get everything so that they don't lay eggs and come out in the spring. I'm sure you've noticed when it gets warm again....

“Can I Give You a Call? / Do You Have a Card?”

- You didn't build the Need, Value, or Urgency enough and I'm trying to be nice.
- I am interested, but I want to call you later.

“This isn't a call-in discount.” Give them a kind of puzzled look as if no one would want a card because then they would have to pay full price or at least the flyer price. Besides, the flyers are only for people that you do not talk to. Or when they ask, “Do you have a flyer?” You explain, “This isn't a call-in kind of discount. Even if you had googled the number and called this morning, you would have paid full price. We do not normally offer discounts, but while I am here...” Or say, “I was asked to come out and fill up this route. That's why I am able to offer you a discount.”

If they seem genuinely interested but they have to get info from their spouse on whether they are currently under contract or not (or any legitimate reason), go ahead and exchange contact info and be sure to follow up with them that night or the next day.

“I don't want to sign a contract.”

- I doubt I can make the future payments.
- I had a bad experience in the past with a service contract.
- I don't like the cancellation fee.

“Less than a year???” Hmmm, well you can go 3 or 5 years if you want, a lot of people do that. None of my customers go less than a year, it's just not effective.” [Pause to see what they say; that may be a sufficient answer. If they still aren't sure, you can re-explain the reason for the year agreement.]

“Depending on the season, different bugs come and go, I like to provide protection to my customers during all the seasons. As I mentioned, it will be half off tomorrow....”

“Sure, no one likes contracts. We just ask that you date us before you marry us! Try us out for the first year or two and see how you like it. Remember, there is a money-back guarantee.”

“Yeah, it's mostly for us. We are guaranteeing in writing that we are going to _____ [be super extensive on what we do and build up the value and how we take care of exactly what they

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need] and all you are committing is to just pay your little bill each quarter. It just works great that we can do it so cheap with everyone at the same time. After the first year, you can cancel or stay with us month to month, but your price will never go up."

"That's Too Much Money/ It's Too Expensive."

- I think I can get it cheaper somewhere else.
- It's not worth \$X/quarter. Pest Control only takes 5 minutes...they're crazy!
- My spouse keeps saying we need to cut back.

How much would you expect to pay for a service like this? They usually give a price cheaper than what you are offering or say how much they used to pay/neighbor pays.

"I'm glad you mentioned that, if you think about it, that's only \$X difference and a lot of people will pay X difference to have Terminix/Insight Pest Solution since we do many more things like..."

"Steve, I can assure you that you are getting the very best service and guarantee with our work. We provide exceptional service at the best price you can find. There will be other "costs" associated with doing it yourself or someone who does it cheaper. You may constantly have to call them to come back and re-service, using cheap products, etc."

Keep in mind: The only people who literally can't afford it won't even ask how much it costs. They will just say they can't afford it. If they ask how much, then they can afford it, you just need to create and meet the need more.

"I Don't Like Chemicals OR I Have Kids / Pets / Plants."

- I heard pesticides are dangerous. Don't they have to wear gas masks?
- If I say this, maybe he will go away...

"Me neither...That's why our products are eco-friendly. On top of that, we place them in areas you are unlikely to touch. Just think: if we were harming people, we would have been shut down a long time ago."

"Our products are made from the chrysanthemum flower. Most people don't think about it, but even hospitals and day cares have to have pest control. I assure you that we are using the safest technologies and that the products are not harmful."

"If your dog weighs less than 50 pounds, we don't even have to charge extra to take him out. Just kidding!" (As you can imagine, most of the time, people laugh, but sometimes this joke doesn't go over so well. Play it by ear. Some people are very protective of pets).

"I Have to Talk to My Spouse."

"

- If I say this, maybe he will go away _____ 30% of the time.
- I could make a decision on the spot, but I am not in a rush_ 65% of the time.
- I really do need to speak w/ my spouse or I'll be in trouble 5% of the time.

The key with this concern is to find out what they really mean. **Are they throwing up an excuse, stalling, or sincere?** Each of those three possibilities requires a different response.



The first time you hear this one just say "sure" and then move on as if nothing happened. If they bring it up several times, they are either stalling or sincere.

If someone is stalling, you should take away all reasons to stall.

The Top Reasons Customers Stall:

- They want to "think it over" and avoid a hasty decision.

These people say they never make decisions on the spot. The truth is, we all do. Stalling only reinforces your gut instinct. If they don't buy on the spot, they are unlikely to buy later that day or the next. Build the Need, Value and/or Urgency.
- They want to check your website and online reviews.

If they want to do a little research, say "perfect, I understand that you want to see what people are saying online. I'll actually be out here for a little bit longer getting this route filled as fast as I can. I will go ahead and finish this street, and then stop back by in 45 minutes."

The longer you wait, the slimmer your chances of making a sale. If possible, arrange to do an inspection outside their home and write down what bugs you see as you wait 10 minutes for an answer. They are always curious to see what you found!

Most of the people are stalling...you'll feel pretty confident that they could make a decision on the spot without getting in trouble.

Tips for when someone is stalling:

- Do everything you can to make them feel comfortable with buying right now. Remember to say "easy", "right now", and "today."
- Be creative in creating more time for yourself to build the need, value, and/or urgency.
- Do an inspection while you wait on them.
- "Is this something you think your husband would be interested in? Have you talked about it before?"
- "We both know that your husband is gonna say he can do it, but we both know he won't make the time for it. You'll love having pest control. You seem like a capable decision maker...he wouldn't be mad if you got started with us, would he?"
- "I'm here to kill bugs, not marriages....I don't want to cause any problems, I was just thinking that for half off, while we're here...you can't beat that."
- "When you talked about getting pest control in the past, how much had you budgeted?" (That's a great question because it assumes they have talked about it.)
- "I understand you wanting to talk things over with your spouse. I apologize, maybe I didn't explain something correctly, what is it you wanted to talk to your spouse about?" This causes the customer to give you another objection that you might not have covered.

What to do when someone really does need to talk to their spouse (5% of the time):

- Try to get the spouse on the phone right then and make the sale. If not:
- Solidify the one who is at home. Get them on your side and convinced of the service. Ask them what the other spouse will be concerned about (Some reps don't like to give the price to the spouse who is staying at home. They want to present price to the other spouse themselves to increase their chance of making the sale).
- Make an appointment for that night after dark and get their contact info, just in case.
- Sell the other spouse in person. Be friendly and relaxed since you had an

“I Have a Service.”

** They are already convinced of the NEED for pest control. You must build VALUE and URGENCY. People don't want to switch because of the hassle. You must make it easy for them....it's the same reason people don't shop their car insurance. Out of sight, out of mind.

Switchovers can be the easiest or hardest sales of the summer. Some fall into your lap because their company dropped the ball, while others require great effort and skill.

Remember, YOU are the expert friend/consultant who is not threatening, just helpful. You know more about their service than they do, and you are VERY CONFIDENT!! Nothing they say fazes you. First they have to buy YOU! You won't switch everyone, but you can get more than you might think.

People you should not bother with:

Their current guy is a family friend or relative.

They know the name of their technician.

When you ask what their service entails, they emphatically say “Everything!”

They've had the same company for 10+ years.

Systematically say this stuff in order. Don't immediately spill the beans on the best deal you can give them:

1. Get info about their service/situation.

Ask about one-third to half of these questions. (NOT ALL!)

“Oh yeah. They're not a bad company.” (This is non-threatening)

“How long have you had them?” (If less than 1 year, you should be aware they are possibly still under contract.)

“What have they been treating for?”

“What did you originally call them out for?”

“What do they actually DO when they come by?”

Based on the answer to this question, you know how long to persist...

If they aren't in love with their service, ask jokingly if they have one of those ‘show up, walk around for 5 minutes and leave you a bill’ type of services.

It's every three months, right? That's totally normal.

You're paying what -\$115 or \$125/QTR [say exactly what they are paying if you know what that company charges] Most of the people we have switched over from “your current company” also pay the same price of \$XX. Yeah, we are a little more.

Yeah, that's pretty typical; pretty much every company will do a perimeter spray and come back for free in-between services. It's really about what we do beyond that that sets us apart in this industry.

Do not EVER say “Oh, you have a company. Well....Do they do a good job?”

Even if they hate their current company, they would likely say yes just to get you to leave because they are uncomfortable and still making excuses.

2. Explain how we are awesome and WAY TOO EXPENSIVE!

Gently point out something that we would do that their current service is missing (webs, ants, wasps, etc.)

“One of the things you'll love about our service is that our product will actually reduce these



spiders you have in the corners and prevent them from coming back."

"With us, we are actually higher priced. Obviously you know that you get what you pay for, and I don't have some kind of magic wand that makes the bugs magically disappear. We just choose to use the VERY BEST products we can get. (We use the safest, longest lasting, and most effective product available, etc.)"

"You don't want to have to call them to come back, even if it is free, that's just a hassle."

"Most people want pest control because they want the bugs out of sight, out of mind. That's why we use the best products. Usually, if something is the safest, it's not good, but this stuff is actually the best. The products are really expensive, but we save money by not having to come out in between services, even if it is for free. By doing the job the right way the first time, we don't have to come do free re-services, so we actually save money in the long run, and you will have much better results."

Use phrases like "We actually knock down these webs in the eaves..."

The general idea is pretty much the same. We come out quarterly and have free re-services, but you'd notice a big difference in the results.

"We are \$X, and trust me, for what we do, you get more for your money."

3. Move in for the kill.

"Listen, I know you didn't wake up and think to yourself 'We've got to switch to a new pest control company today,' otherwise, you would already have called us. Your current company hasn't done anything really wrong; they just do an adverage job."

"I know how it is. My boss Adam has been doing pest control forever, and I'll tell you what, if you have an invoice from your current company that shows you are currently a paying customer, he is ok with me dropping your price down to just \$Y so that you have the incentive to make the change and upgrade your service."

"It works out well for us because since we are treating your neighbors, we can afford to do a superb job with better products and service on your home, while saving on time and gas to make up for the costs on our side"

"How long has it been since they came out?" (If it hasn't been long, give them the discount on the initial)

"Oh, ok, they were just here? Listen, that's totally fine. I understand that you weren't planning on getting treated for another few months, but since we will already be here and we want to get you on the route at the same time as your neighbors. We will go ahead and perform the first visit on your home for a huge discount just to show you we are serious about earning your business."

"I know you weren't planning on getting serviced for another few months, but there is no danger in being treated twice in a row. Plus, we will go ahead and take care of the spiders and these ants on the sidewalk that they missed. That way, you already have the best products down to fight off these ants, because if we don't do something soon, they will only get worse in this heat."

"Adam is ok with me doing the first one so cheap just as long as we are nearby with the neighbors. So, what's your schedule like in the next day or two?"

"Trust me, you're going to love it! We want to make sure you are satisfied, because we don't just want you for one year; we want you to keep us for 5-10 years. If we didn't take care of you, you would just switch after you try it out for a year, so obviously, we will do our very best!"

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Resolving Concerns Recap

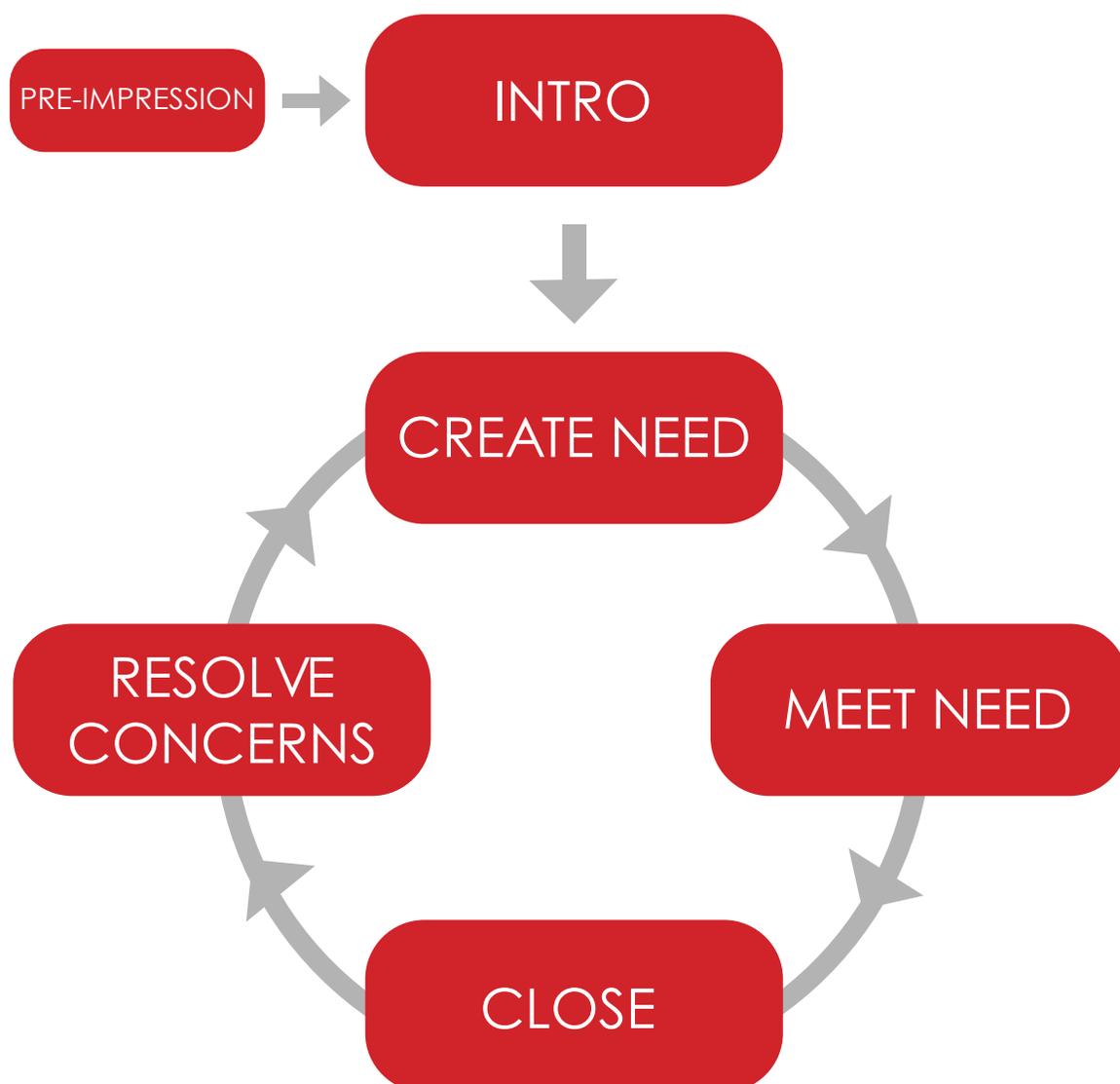
1. Use a validating transitional phrase.
2. Resolve the concern.
3. Carry on with the sales cycle.

NEVER REPEAT A CONCERN BACK TO A CUSTOMER!!

One last tip on Resolving Concerns is the **Feel, Felt, Found tactic.**

"I know how you **feel**. Most people have **felt** the same way. What we've **found**, is that..."

You can use this on any concern. It helps you and the customer to be on the same side.



“ YOU HAVE
TO HAVE
CONFIDENCE...

...AND THEN
BE TOUGH
ENOUGH TO
FOLLOW
THROUGH.”

-- Rosalynn Carter

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ONE.
MORE.
DOOR.



CONCEPTS

SALES CONCEPTS

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SALES CONCEPTS

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PRE-APPROACH

INTRO

CREATE NEED

RESOLVE
CONCERNS

MEET NEED

CLOSE

BACKGROUND

There's a lot of know when it comes to sales, but don't overwhelm yourself. There's a lot of time to learn it. Take it a piece at a time and review this chapter! Inside you'll find:

- The Sales Process
- Confidence
- 3 Ingredients of a Sale
- Persistence
- Humor
- Special Forces Analogy
- Impulse Purchase
- Mental Concerns / Doubts
- Who you're going to sell

"Sales. It's the force that drives our planet. If you think long enough, I bet it has put you in the situation you're in now."

-- Anonymous

SALES PROCESS

To be an excellent salesperson, you need to learn as much as you can about the sales process. Constantly think of times you have been "sold" something. Imagine you have a glitch with your smartphone and you walk through the mall and a guy standing in the middle of the mall stops you offering to fix your phone for \$20. Once you realize he is selling something, **you instinctively try to get away** from the salesperson before he can say anything. If he is smart, he will say something that catches your attention and makes you listen. Before you know it, you walk away happy to have traded \$20 for a speedy, fully functioning phone. Ultimately, pest control is quite similar to this situation.

CONFIDENCE

Confidence is the most important trait a sales rep can attain. How did the unattractive guy get the hot girl? Confidence! Confidence comes from knowledge and practice. When you sell, you need to be confident in 4 things:

- 1) The company
- 2) The product/service
- 3) Yourself, and
- 4) That the customer is better off purchasing from you.

Starting now and continuing throughout the summer, write answers to the following questions in the space provided.

Why do I believe in the company I sell for?

Why do I believe in the service I sell to homeowners?

Why do I believe in myself and what I'm doing?

Why do I believe the customer is better off having purchased from me?

When you have taken the time to sincerely answer these questions, you will be off to a great start in your sales career. You will understand your core values in selling, which is your basis for hard work and persistence. Continue to update your answers to these questions throughout the summer.

When you're authentic, you exude self-confidence!

You're comfortable in your own skin, and that is evident to customers. When you're not sure of your goals, your talents or even if you're in the right industry, you inhibit your own flexibility and creativity, and that erodes your self-assurance. People who lose self-confidence can appear apprehensive, passive, or weak. That inauthenticity will undermine your ability to make sales. If you've fallen into this trap, work on knowing yourself.

- Recognize your strengths and your weaknesses.
- Emphasize the qualities that make you interesting and valuable.
- Build your personal integrity.
- Let others know about your outside interests and hobbies.

THREE INGREDIENTS

- NEED – The need for the service you sell (bug protection/prevention).
- VALUE – The combination of price and quality you are offering them.
- URGENCY – The need to buy right now!

For someone to buy from you, you have to reach a point where each of these ingredients is at or above the critical "willing to purchase" level. For the sake of visualizing this, we will just say that a level of 100 is the point at which someone would want to do it.

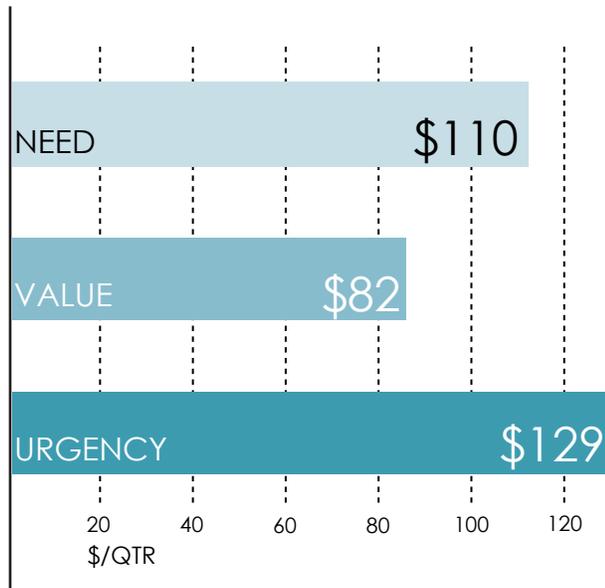
As you talk to a customer, present your services, answer questions, close, and resolve concerns. Always keep in mind which ingredient they need more of most. If they are already

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sure they need it, then don't waste 10 minutes going off on a tangent about how there are other bugs you haven't even mentioned. Focus on whichever ingredient is below the sales threshold. As soon as you have all ingredients at 100, make the sale and move on.

Imagine the following charts are potential customers you are trying to sell pest control to.

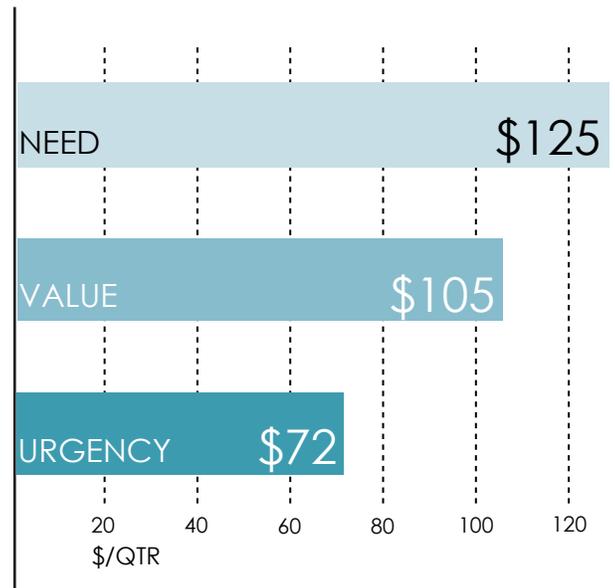


This person is now convinced they need pest control, and they definitely need it soon since you explained that these pests are harmful to their home, but they don't see the value in your company. Maybe they think they will get a better deal by calling around?

How can you better explain the quality of what we do and why they don't want a cheap company?

This person feels like they definitely need pest control and your company seems like a pretty good service at a fair price, but they don't feel much reason to hurry up with a decision.

Maybe they think they can call you later and get the same deal? What can you do to increase urgency?



Question: Why do broke people in a trailer park have \$2,000 rims and a 70" flat screen?

Answer: People can afford what they want.

When someone says they can't afford it, they really mean they aren't willing to trade their money for something that doesn't look very valuable.

MAKE YOUR SERVICE LOOK VALUABLE.

An Important Note About Value

One of the most common laments of new salespeople is that the service is too expensive, "If only I could charge \$20 less than I have to, I could sell as many as I want." New salespeople are shy about price and worried that nobody will think their product or service is a good deal.



You will hear about other companies that charge customers less than the absolute lowest you can charge compared to yours. How can you compete with them?

The answer is that **Price is only half the Value**. The other half of Value is QUALITY. Remember that people buy your services to solve a problem. Imagine that you go to the mall to buy a pair of jeans. You see the plain jeans are the same price as always: \$25. However, the pair that you have been wishing you could afford is on sale for half price and it's only \$40! This pair looks awesome and you are excited to buy them.

Don't be shy about the benefits of your service. Get to know page 9 of the training manual very well. You are offering them something 200% better than the alternative and it only costs 10-20% more.

Remember: if buying decisions of customers were solely based on price, none of the clothing you wear would be "name brand." In clothing, quality and prestige (along with price) play a role in what we purchase. In pest control, quality also affects purchasing decisions.

Customers often get in a hurry and want to discuss the price, because that is the quickest, quantifiable way to compare companies. Comparing price between your service and another company is comparing apples and oranges. A Mercedes costs more than a Kia, for good reasons.

The Golden Rule of Price

NEVER tell someone how much the service costs until you have built up the value.

Last Point About Value

Some sales reps are timid and wish they could sell the absolute cheapest thing in the world. They feel bad charging a customer a fair price and so they struggle to make sales. This often leads them to over-promise the benefits of our service. When the sales rep paints a picture of our product being perfect, it sets an unrealistic expectation for the customer.

On the flip side, excellent sales reps can do such a good job building the value and explaining the benefits of the service that they walk away after making a sale and realize that they didn't even mention de-webbing or granulation. They built up the value so much that the customer bought the service without even knowing all the benefits!

PERSISTENCE

This job gives you the opportunity to explore persistence. Not only will you be persistent while selling to people, you will also be persistent in your hard work throughout the summer.

The Golden Rule of Price

When you begin speaking to people, remember that most people will have a "wall" that they throw up because they are pre-occupied with something else. Do not be naïve enough to believe the first two or three excuses they throw at you. Whether it's cooking dinner, eating dinner, working from home, watching kids, or doing chores, if they were really too busy to talk to you, they wouldn't have answered the door.

In reality, the primary objective of your first 20 seconds of talking with someone is to get them to pay attention to what you are doing and forget about that ham sandwich they are so eager to return to. Once you have their attention, they begin to let their guard down and actually consider buying something.

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So the point is: Don't walk away until they have said no 3 or 4 times.

Once you have their attention, you still need to persist through a few more objections, so don't give up.

Persistence Throughout the Day / Summer

Door-to-door sales can be a challenging, emotionally draining job. You have to be firm in your resolve to succeed. When 20 doors in a row tell you no, you can't let it discourage you and make you start doubting yourself or your area. You must continue even when it's tough and you don't see progress. If literally thousands of sales reps have successfully gone before you and succeeded through hard work and a relentless attitude, then so can you...as long as you CHOOSE to do the same. Most people aren't phenomenal salesmen, but they still succeed by feeding themselves positive thoughts and choosing to never surrender. THOSE MOST SUCCESSFUL ARE PERSISTENT AND WORK HARD.

HUMOR

Joking with customers is one of the best ways to "break the ice" and help them trust you. For whatever reason, if someone can make us laugh, we usually like them, and we definitely like to be around them.

If humor does not come naturally to you, don't force bad jokes. That can definitely backfire! Try practicing a few jokes here and there, and they will likely improve as you become a more confident salesman.

"Humor is mankind's greatest blessing."

— Mark Twain

SPECIAL FORCES

This is an analogy to help you think about selling as a process, rather than a simple yes or no.

Imagine you are a member of the Navy Seals or Army Rangers or something like that. You are trapped alone in an enemy building, and your sole objective is to make it out of there alive. You know the layout of the building. You only have one gun with one magazine of ammo, and you don't know how many enemies are in the building, let alone the next room you need to walk through. If you are careful, you should be able to make it out.

If you have a limited number of resources, you wouldn't use all of them at your first emergency. You would conserve your ammunition. You would want to take a single, well aimed shot quicker than the other guy and then move on repeating as necessary until you were out of the building.

In sales, you don't know what concerns a prospective customer will have. However, if you have already shared all that you can about the benefits of the service and then the customer brings up one last concern, all you can do is repeat information you have already shared. This is not impressive to the customer and it makes it more difficult to close a sale.

Pest Control Sales Ammo

- Exterior liquid barrier
- Granulation around the house
- Crack and crevice treatment
- De-webbing
- Money back guarantee
- Free re-services
- Discounted initial
- Discounted quarterly
- Safe products
- Open schedule for servicing
- 2 hour window of arrival
- Free spot treatments
- Email/phone in advance
- Easy/Auto pay
- Price Guarantee
- Free termite inspection
- Referral discount/credit

Talk to your manager about other pieces of ammo specific to your area / office.

IMPULSE PURCHASE

Let's pretend we are shopping again. You walk into a department store, and see a nice pair of jeans. You weren't even planning on getting a pair, but you see them on display and they look great. As you get closer, you notice they are half off, and you think to yourself, "it doesn't hurt to try them on." So you try them on and they fit just right. You are strongly thinking about buying them, especially since there is a guarantee and refund policy.

Whatever you decide next is critical. If you buy the jeans, you will most likely keep them. If you decided not to buy the jeans, the chances are slim you will return to get the exact pair another time.

This is an impulse purchase. Impulse purchases are buying decisions that are usually made in a quick manner, and typically do not have huge consequences. Think of buying popcorn at a movie theater or candy in a mall just because it smelled so good when you walked by.

For adults with good jobs, pest control is the same way. It's really not a big deal to spend \$400-500 per year to keep their home clean and protected. \$500 / year might sound like a lot to a college student, but to a homeowner, \$500 / year is hardly anything. They spend a LOT more money on many, many other things.

Although you will run into a few people who were just about to call someone for pest control, most of the time you will be convincing someone to try something that they weren't planning on doing at that specific time. Since you made it sound good and consequences aren't that big, they will go ahead and buy from you.

The key with an impulse purchase is to get the customer to the point where they are on the fence, then share one more piece of ammo that makes the sale certain.

At the end of the day, it's usually not a big deal to the customer to make the purchase.

"Cognitive Dissonance" and Human Decision Making

After agonizing over which automobile to buy, you will most likely feel pleased with your choice because you must overcome the "psychological discomfort" of cognitive dissonance. When you make a major decision, don't spend a lot of time weighing each option, because "thinking too much can lead to suboptimal judgments." **Studies show that those who judge their choices quickly had more satisfaction with the outcome than those who weighed each alternative. If you face two equal options, your choice will seem better after you commit to it.** But this preference only works if you make the choice.

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Emotion and Logic... Or Thinking vs. Feeling

Evolution gave humankind emotions to help people cope with dangerous situations and to act in the face of peril. Modern people retain the emotional system of their cave-dwelling ancestors, who regularly faced life-and-death situations. In modern society, those emotions often overwhelm logical thought. In a real sense, each person has two minds, one that thinks and one that feels. The rational mind lets a person ponder and reflect. But the emotional mind is impulsive and powerful. Usually, the two work in harmony, but intense feelings sometimes allow the emotional mind to dominate the rational mind.

With this in mind, you have to give them the logical benefits of pest control – i.e. safe, clean house, discount, less bugs, etc. But remember, that any type of intense emotion will overpower the logic in a heartbeat. Fear is the biggest thing to overcome. Educate the customer so they don't have buyer's remorse when they worry if it's safe or if it costs too much. Use the power of emotion to your advantage. Once you have a wife completely sold on the thought of no ants in her kitchen or spiders in their bathroom, they will be so emotionally stimulated that they will get pest control no matter what!

MENTAL CONCERNS / DOUBTS

Negativity, whining, and poor attitudes have no place in the minds of excellent salesmen. It could be said that the difference between many skilled salesmen and great salesmen is an extra dose of optimism and mental toughness.

It can be tempting to tell yourself that you are in a bad neighborhood, you're in a bad city, it's a bad time of day to sell, you are too tired, you don't know enough, you aren't good enough, or whatever your creative mind thinks of. 99% of the time, it's all hogwash unless you let yourself start to believe it.

99% of the time, you can get over those doubts by just tightening your belt and moving forward with determination. Choose to feed yourself a steady supply of positivity. In this job, you really are working for yourself. The old saying goes: "It is not a question of whether you will fail as an entrepreneur. It is simply a question of when and how."

You will obviously make mistakes on some doors. From time to time, you may accidentally convince a "ready to buy" customer not to buy. DON'T GIVE UP! Repetition with an eye on constant improvement is needed by every sales beginner.

"Consider the possibility that what's stopping you is what you believe; that you are stopping yourself."

-- Marcus Buckingham

Psychology

There are usually one or two reps in each office who experience a 'slump' at some point. If they are **genuinely trying everything** to break the slump, but it won't go away, it's a matter of hope and optimism. They must learn to expect good things to happen again. They may need your encouragement!

In June 1987, the Los Angeles Lakers defeated the Boston Celtics and became NBA champions. During the postgame excitement, a reporter asked Lakers' coach Pat Riley if he could win the championship again the next year. Without hesitation, Riley replied, "I guarantee it." His verbal prediction ignited his team, and they pulled off the unexpected – successfully defending their title the following year. His optimistic comment didn't magically cause that win, but it enhanced its likelihood. Riley's "Self-fulfilling prophecy" inspired a successful outcome.



Optimism means having a strong expectation that things will turn out well. Hope means not giving in to negativism or depression in the face of setbacks. The emotionally healthy attribute failure to something they can change, so they do not despair when things don't work. It is an emotionally empowered attitude that improves performance in the business world. Self-efficacy – the belief that you have mastery over the events in your life and can meet the challenges that confront you – underlies hope and perseverance.

Pessimists will dream up worst-case scenarios with bad outcomes. They even die sooner than optimists. If you become ill and passively accept your “impending death,” your chances of prematurely dying increases. This happens each year with reps who think in the back of their minds that they will ultimately fail. If you think that, let us convince you that your wrong. Pessimists may engage in riskier behavior because they believe they have little to lose. Emotionally healthy people are more likely to care for their bodies and lower their health risks. They also expect positive things to happen, so they have less anxiety and respond better to stress.

Existential psychologist Rollo May said, “Depression is the inability to construct a future.” If you are clinically depressed, two areas of your brain [the amygdala and rostral anterior cingulate cortex (rACC)] malfunction and make it harder for you to imagine a better future. However, thinking of a positive event stimulates these two areas and makes them more active. “The more optimistic a person is...the greater the activity in these regions when he or she imagines.”

Healthy individuals think optimistically. **To cure faulty negative thinking, rewire your brain by being conscious of your approach. Don't let your imagination run wild. Assume that your encounters are going to be positive.** Rejection is an important part of anyone's educational journey through life. Some degree of rejection is inevitable, but it doesn't have to be devastating. You won't hit it off with everyone, but that's perfectly alright.

Practical Example

When Fred and Dave return home after selling, they had each gotten zero sales that day. Upset, both reps worry about what went wrong. Soon, their perspective splits.

- Given Fred's “pessimistic explanatory style,” he blames himself too harshly; moaning that he pushed customers away and all his future sales attempts will fail. His negative assessment permeates the other areas of his life, and he begins to think also that he is an unimpressive person.
- Dave has an “optimistic explanatory style.” He takes responsibility for “zeroing” by studying and practicing harder, believes things will change for the better and doesn't negate other areas of his life.

Fred will have a tough time moving forward and is at a greater risk of depression. Dave will do fine. People can learn to have an optimistic explanatory style by identifying what went wrong and interpreting the situation in a positive light.

Feelings are often hidden. **Emotional self-awareness requires ongoing attention to your internal states, including your emotions.** Awareness is a neutral state that generates self-examination even during intense emotions. Psychologist John Mayer calls it being “aware of both our mood and thoughts about that mood.”

For practical purposes, self-awareness and the ability to change your moods are the same. Emotions can be and often are unconscious as well as conscious. They begin before you are rationally aware of an oncoming feeling. Unconscious emotions can have a powerful effect on your thoughts and reactions, even though you are not away for them. **Therefore, self-awareness is the foundation for managing emotions, such as being able to shake off a bad mood.**

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WHO YOU'LL FIND IN A NEIGHBORHOOD

Obviously, you probably won't sell everyone in the neighborhood. This chart may be helpful in considering who to spend most of your efforts on.

PEOPLE WITHOUT PEST CONTROL

PEOPLE WITH PEST CONTROL

THEY WANT PEST CONTROL

NOT LOOKING FOR PEST CONTROL, BUT OPEN FOR A DEAL

DON'T WANT PEST CONTROL

LOVE THEIR COMPANY

NOT PARTICULARLY HAPPY OR UPSET WITH THEIR COMPANY

UNHAPPY WITH THEIR COMPANY

These are the "gimme" sales. They know they need it, and will buy it regardless of price as long as they can afford it. As long as you don't do something stupid, you should make the sale.

They will listen and judge if it sounds worth it to get rid of their problem. This is a typical customer who will have a few concerns, but they are certainly interested in having their home protected. Skillfully navigate the sales cycle to earn a sale here. Very doable!

Sometimes they have a pre-conceived notion that it will cost too much. You can overcome that, but they might have issues that are tough to overcome, such as irrational fear of pesticides or a terrible experience in the past with another company.

Try to explain our value, but don't waste time with these people. If they are enthusiastic about how great and amazing their company is, your time will be spent moving on and continuing to knock.

These people will not be an easy sale, because humans are against change if they don't have a reason to do so. This type of sale often requires the most salesmanship. Tactfully identify bugs or evidence of bugs that they still have which we would resolve.
BE ASSUMPTIVE!

Make them feel smart for getting pest control, and empathize with them regarding whatever the other company did wrong. Explain how we will take care of them and ensure they are happy. This should be an easy sale.

1. People who want pest control or are unhappy with their current company:

These are golden sales you should get every time.

2. People not actively seeking pest control, but open to a deal:

Most of your sales will fall into this category. You have to build Need, Value, and Urgency that they do not yet see.

3. People who have a company that hasn't given them reason to complain:

Depending on your sales style, these will be 5-10% of your sales. They will require the most effort. Refer to the switchover section on pgs. 47-48 under Resolving Concerns.

4. People who don't want pest control or love their current company:

If they have indicated they fall into this category, try for a minute, but don't waste time.



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COMMUNICATION

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GENERAL TIPS

In sales, understanding how communication is rendered and received is vital to your success. Everything from how you stand, to the volume of your voice, sends a message to the customer. The purpose of this chapter is to master the messages you send and to understand what is received.

Those who have mastered small talk make others feel warm, welcome, at ease and valued. Developing strong conversational skills will improve your leadership capabilities, reduce your fear of unfamiliar social situations, increase your confidence, and help you form new friendships and business alliances. Persuasion differs from manipulation in that it does not use deception. Manipulators often act solely for their own benefit, whereas persuaders have common interests at heart.

“All of life's successes come from initiating relationships with the right people and then strengthening those relationships by using good people skills.” – Debra Fine

“The Self Aware Principle – Self-awareness is one of the most difficult traits to develop. People are often unaware of who they really are. That is unfortunate, since when you know yourself and you have become comfortable with the person you actually are, you can be more relaxed with other people. Self-image determines how you relate. Being best friends with someone else is difficult if you are not best friends with yourself. Poor self-awareness can be the greatest obstacle to forming relationships, often because people have idealized expectations about how friendships should work. When events fail to meet those unrealistic goals, their expectations are dashed and problems result. The solution: reassess yourself and change the perceptions that provoke problems.

IT'S NOT **WHAT**
YOU SAY THAT MATTERS,
IT'S **HOW**
YOU SAY IT.

“The Approachability Principle” – People will do and say more with those they like than with people they dislike. That's why it pays to let other people know you are accessible. To make them feel comfortable, show that you care and that you respect their individuality. Be welcoming, even-tempered and honest about yourself. Show your strengths and weaknesses.

“The Bedrock Principle” – The basis for any relationship is trust. People have to believe what you say. If you have integrity, others will see that your words and actions align. They will come to trust you over time, as you continue to meet their expectations and fulfill their trust.

“The Charisma Principle” – Dale Carnegie said that someone else's interest in you is the highest possible compliment. People respond favorably when someone smiles or demonstrates that they care. Encourage people to talk about themselves. Manifest an interest in what they do. Heed the “Platinum Rule,” which says to treat other people as you want to be treated. Showing people that you want to help will open doors.

“The Elevator Principle” – You really can make someone else feel better or worse. You can build a relationship by downplaying the other person’s faults or detract from it by exaggerating his or her flaws. People naturally gravitate toward those who add something to their lives. People enjoy being with “lifters,” friends who exercise kindness and try to elevate negative environments.

Emotions are Contagious

People send emotional signals during every encounter and unconsciously imitate the emotions that others emanate, so each person’s signals affect others. As people interact, they often mirror each other’s body language. The more they show this synchrony, the more they share moods. This coordination of moods is the key determinant of interpersonal effectiveness. The better you are at sensing emotions of others and controlling the signals you send, the more you can control the effect you have on others. This is a fundamental part of exercising your emotional intelligence.

Presenting Yourself

1. **Converse instead of present** -- The usual sales approach is to give a presentation with flashy PowerPoint slides and a tight script. Presentations don't let you identify and respond directly and in a customized way to the buyer's needs. Conversations do.
2. **Ask instead of expressing opinions** -- Center your sales effort around the customer. Most buyers would rather talk about themselves than listen to you talk about yourself (or your company or product). Take advantage of the human need to self-promote, and ask.
3. **Talk about solutions** -- Talk about what your product or service will do, how it works, and why it is the most economical, value-adding choice. Those factors are much more important than the product's technical features. Mention its technical assets, of course, but recognize that your service has to prove itself.
4. **Focus on the product's application** -- Don't leave it to the buyer to imagine or figure out how the product works and how it will help them. Talk about how nice it will be with no spiders in their bathroom, etc.

General Body Language, Meta-Verbal and Verbal

Total Communication is filtered through three parts: Body Language, Meta-Verbal communication, and Verbal communication. Each of these parts carries with it a different weight when looked at through the eyes of Total Communication. Body Language is the largest of the three and represents 55% of the total communication filter. Meta-Verbal communications are next with 38%, and finally, there is Verbal communication, representing only 7% of the total communication filter. The significance of this is to understand that 93% of everything you communicate is filtered through non-verbal communication, leaving a meager 7% filtered through verbally.

The verbal, visual, and auditory cues you send must be aligned or you'll short-circuit communication. For example, if your words say that your discount is only for today, but your non-verbal and/or meta-verbal communication lets on that they can get the discount any time, they will not feel the urgency. Routes have to be maximized, so they need to be serviced while trucks are close by!

BODY LANGUAGE

Classified as Non-Verbal communication, Body Language consists of the messages that are sent with our body movements and is understood below the normal level of awareness. Body

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language accounts for 55% of the total message sent and understood. In other words, 55% of everything you communicate is Body Language.

Science proves that people assess others in seconds based on a "thin slice of behavior." Moreover, this initial assessment is uncannily accurate.

"Body language acts on the subconscious mind, exerting a powerful influence on how.....a customer will think, act, and react to you...without ever being aware of exactly what is producing those reactions" – David Lewis, *The Secret Language of Success*

At the subconscious level, body language powerfully influences your first impression on the customer. The following areas will help you master the tool of "silent speech" found in body language, thus controlling 55% of the message for which body language is responsible.

The relevant aspects of body language and pest control sales are: Dressing the Part, Using Space Zones, Position, Eye Contact, Illustrators, Mirroring, and Physical Contact.

Dressing the Part

Actors refer to dressing the part as "getting into character." You dress the part to prepare you to use your body language effectively. This process starts before you ever leave your apartment. What you wear, your haircut, what you carry, etc., communicates something. You need to assess what you want to tell a customer and then dress accordingly. Ask yourself this question, "What kind of bug guy/gal am I?"

- The "neighborhood bug guy" here to help you and your friends.
- The "Bug Man" here to eradicate the bug problem.
- The "Technician" stopping by while servicing the neighbors.
- The "Route Manager" here to maximize the route potential for your technician who will be in the neighborhood the following day.

Choose your "part" and then determine the clothes your "part" will wear and what you will carry. For example, if you choose to be the Route Manager, what would a Route Manager look like? Would he/she carry a clipboard, or a notebook, and so on? Many accessories can help you feel and act your "part." Some reps wear tool belts, complete with screwdriver, flashlight, inspection mirror, and bug spray. This helps them feel and act the part of the Technician.

How you dress can indicate your social class, reveal your value, underscore your image, or make an artistic statement. Ideally, people should evaluate each other based on individual character, but the assumption of appearance not playing a part is naïve. In fact, it plays a HUGE part! Effective sales reps must cultivate good personalities. They must dress well, and appear professional, well groomed and in good physical shape. Details are important. All of a person's actions and mannerisms add to his or her overall level of credibility. For a blunt application to sales: emo clothes, brand new flashy basketball shoes, face jewelry, pins on clothing and anything out of the ordinary for a pest control sales rep will distract customers and reduce your number of sales.

Space Zones

Be aware of the space between you and your customer. You do not want to be too close and invade the customer's privacy, yet you do not want to be so far that you cannot communicate effectively. Edward T Hall identified four main body-space dimensions or zones: Intimate, Personal, Social, and Public.



Eye Contact

Make your eye contact deliberate and brief, holding the gaze for about three seconds. More than three seconds can generate a negative impression. You want to use your eyes to communicate that you are straightforward and honest.

Fake smiles don't involve the eyes and recipients instinctively understand if a smile is real or counterfeit. The best sales reps find ways to stay happy and optimistic throughout the day. People can tell if you are faking happiness. Plus, pretending to be happy is much more exhausting than just being happy.

Illustrators

Illustrators are movements that will help amplify what you are communicating. They can be used to implant an image or just to accentuate what you are saying. A common illustrator is using animated (more exaggerated) movements. This helps the customer absorb the information you are sharing. For example, when you tell a customer that you will be servicing their neighbor's house, use an exaggerated arm movement across your body to point to the neighbor's house (or in that direction). This will give a visual image to the customer of the neighbor to which you are referring.

Use Your Binder / Clipboard / iPad

To get closer to a customer, open your binder and show them some pictures. Most of the pictures are small, and you will have to move closer to them and turn to an angle for them to get a good view of your brochure. This close proximity will help you get the customer's attention and develop a better rapport.

Use Your Pen to Communicate

People will think that it is just an ordinary pen, but you can get commitments and make sales with the proper use of this sales tool. Start with it in your ear, and midway through the conversation, pull it out and start to use it by pointing and talking dramatically with it. Then, when the time to close comes, open the cap and with big visible motions move it to the back of the pen. This non-verbal movement communicates to the customer that pens are for writing. Without realizing it, the customer will be dying for you to use it. Shortly thereafter, ask them a closing question that will allow you to record the answer with your pen on the agreement.

A Click-Pen

This is a useful illustrator to help a customer make a decision. After you give a customer a closing line, wait. While anticipating the customer's answer, click your pen in and out three or four times. The noise works like the theme song from Jeopardy getting them to make a decision.

Nod Your Head Up and Down When you Want Customers To Agree

When you want the customer to agree with you, shake your head up and down or back and forth. For example, "What your neighbors have liked so much about our group rate discount is that you don't have to sign up for 2 to 3 years (shake your head back and forth). Instead, you can take the one-year, clean-out program (nod your head up and down). [Pause] That's what all of your neighbors have been choosing. I am sure you'd just rather try it out for a year and see how you like it (continue nodding your head up and down). After that, you can continue our maintenance program on a regular basis."

META-VERBAL

The second greatest portion of the communication filter is meta-verbal, also classified as non-verbal communication. Meta-Verbal makes up 38% of the overall message and related to how you say and use your words. The volume, speed, and pitch of your voice all contribute to meta-verbal communication, as well as the vocabulary used and your ability to echo or tune in to the customers' meta-verbal communication. All of these will be discussed in this section.

Voice plays an important role in establishing your authority. Speakers do not have to be professional radio announcers to be persuasive, but they should learn how to project their voices using their "facial masks" (lips, mouth and nose). To practice projection, hum a song and feel the vibrations in your face. Now sing the words and try to feel the vibrations in the same spots. Good speakers also know how to pace their presentations, use pauses for dramatic effect, change volume, modulate their voices, and eliminate "ums" and "uhs."

If you want to become great at Meta-Verbal communication, take the time to listen to comedians (especially stand-up comedy). Practice using your voice as a tool like they do.

Volume

A recent advertisement for a new TV displayed a feature called the smart button. This feature adjusts the volume, keeping the viewer from being hassled by commercials that are louder than the normal volume. So, when a loud commercial comes on, the TV automatically adjusts the volume, keeping the intrusive noise of an obnoxious commercial from assaulting the viewer. Customers that you meet on the doors have a built in "smart button." To keep customers from thinking that they need to use their smart button, adjust the volume of your voice.

Stereotypical salesmen are loud and intrusive. Think of a salesman that fits this description. Was he loud? When you are in your office conducting business, you rarely need to raise the volume of your voice to communicate. Someone who is confident in his or her message has no need to speak loudly. When talking to a

customer, speak softly. This forces customers to pay attention. They become more interested in what you are saying and this allows you to control the conversation. Also, this shows that you have confidence in your message and illustrates your knowledge.

Speed

Closely related to volume, speed plays an important role in meta-verbal communication. Those same intrusive salesmen that talk loudly will usually talk very fast. To avoid the salesman stereotypes, slow down.

First year reps typically talk too fast. They feel that the customer wants all of the information they have to offer. Talking fast always turns a customer off. If you talk fast, you will set off all kinds of alarms in a customer's mind, saying, "Warning – They are selling something!"

Your speed should be at the pace that you would have regular, relaxed conversations. Such a pace lends to your credibility and will be contrary to the loud intrusive salesmen. When nervous, people tend to speak faster than they think. So concentrate and slow down, especially during the first few weeks of the summer.

Silence

Do not be afraid of silence. Pauses will help you slow down and will incite action from customers. The top reps of the last few years all talk slowly and insert pauses. It is a natural reaction to avoid silence, however, silence is a powerful communication tool. Pauses force the customer to make a decision and indicate when it is time to respond. Insert pauses after a closing statement or question. This tells customers that you are not afraid of your message and that you are willing to wait for their answer. Remember, the person who talks first in the silence game loses. Good reps will be secure about their message and utilize timely moments of silence.

Pitch

The first words out of your mouth draw an image in the mind of the customer by the way your voice sounds.

The pitch of your voice will associate you with a certain personality trait. For example, a deep resonant voice is associated with dependability (think of the guy in all the All State commercials), whereas a flat, monotone voice is associated with a boring person (think of Ben Stein "Bueller....Bueller....") Use your voice to draw the image you want the customer to see.

Proper pitch is also important to the meaning of what you say. Without changing the words, say the sentence, "I feel fine," out loud. Now use the pitch of your voice to communicate that you are happy, sad, angry, or scared. Try it again as a straight statement, then as a question. Just by altering the pitch of your voice, you can say the same thing in many different ways. In sales, you need to use the pitch of your voice to communicate you are confident and dependable.

A common mistake is singing your approach. This is usually done in a rhythmic pattern. "Hello, my name is John/Judy...(pitch goes up) I am with Vantage...(pitch goes up). I have a discount...(pitch goes up)." The pitch used in this approach is consistent in the pitch used to ask a question. This tells a customer that you are questioning yourself and that you are not knowledgeable or confident. Record or have a friend listen to your approach. This will help you identify and fix any problems with the pitch of your voice.

Echoing / Tuning In

Echoing is to meta-verbal as mirroring is to body language. The idea is to be tuned into the communication channel on which the customer is communicating. For example, if you had a two-way radio and wanted to talk to a customer using channel 2 while you are using channel 7, you will not be able to communicate. You need to quickly ascertain what channel a customer is using and adjust so that you can communicate clearly. If a customer comes to the door and whispers, whisper back. If they are loud and energetic, be loud and energetic. By echoing a customer you are just tuning into the customer's communication channel. You are showing them that you have empathy. In other words, you're saying, "I recognize your needs and will make an effort to meet them." By tuning in, you gain the same benefits of making a favorable impression as you do through body language mirroring.

VERBAL

The total communication filter allots 7% of communication to verbal language. This includes the literal meanings of the words you use. In regards to body language and meta-verbal communication, the vast majority of communication happens below the level of conscious thought. However, it is important to get the most out of your Verbal Communication.

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Knowledge

Good verbal communication comes from an understanding of the product you sell and how it works. In the case of pest control, this would include the scope of the service, the chemicals used, and the application process. Understanding the product will give you the vocabulary that will help the customer understand the service in a clear and organized manner.

Vocabulary

Vocabulary is broken into three areas, filler words, ownership, and bad words.

Filler words like “um,” “and,” “but,” “what,” “not,” “like,” etc., only communicate that you are nervous, uncomfortable, and unprofessional. Filler words are often used because you are talking too fast. Work on your volume, speed, and pitch, as well as eliminate filler words.

GREAT WORDS AND PHRASES

- By now, today, and easy. (Use these words as much as possible!) “I’m sure you noticed **by now** that many people have pest control. Our trucks are in the area **today**. The service is **easy** for homeowners - it only takes 45 minutes.”
- You really don’t want to roll the dice with carpenter ants/black widows/etc.
- You’ll know what I’m talking about when these egg casings hatch and you see 300 baby spiders hatching and spreading out everywhere.
- Once you switch to Terminix, you won’t be seeing these bugs between services.
- We are just here kinda last minute to fill up the last few spots, but it’s a killer discount.
- Gestational cycles; “feeding, breeding, nesting, hatching cycle.”

Use Better Words Instead of Bad Words

BAD WORD	BETTER WORD	BAD WORD	BETTER WORD
Selling	Offering	Pesticide	Product
Sign you up	Get started, Initial service, agreement	Spray	Treat, Coat, Take care of
Chemicals	Products	Problem	Issue, Presence, Activity
Kill	Take care of, Resolve, Eliminate	Contract	Service Agreement

Remember to take ownership with your vocabulary. When a customer talks to you they do not want to think that there is anyone else they need to talk to in order to get things done. Take ownership; you should act as if you are all they need to get a good deal and good service. Ownership shows confidence to the customer. As far as a customer is concerned, you are the pest control company.

- Do not use words such as “they,” “he,” or “them.”
- Instead say “my technician,” “I will,” and “we will.”

Questions that should never come out of your mouth:

- Do you have some time to talk?
- Are you interested in having your home treated?
- Would you like to hear more?





READING PEOPLE

A vital part of communication is the ability to read the messages others are communicating to you. As mentioned earlier, the silent speech of communication sends powerful messages to the subconscious mind. This section will help you bring the information from the subconscious mind forward to the more useful, conscious mind.

As people mature, they learn to read other people's emotions by watching their body language. Some of this skill is innate while some is culturally learned. Often, someone people describe as perceptive and intuitive is simply very adept at reading body language. However, some people send and interpret nonverbal messages better than others. In general, women read body language better than men. People decode more proficiently as they mature, but the skill usually peaks in the mid-20s. Some evidence shows a relationship between intelligence and nonverbal skills. The smarter the child, the better he or she is at reading nonverbal communication. Extroverts and optimists read people better than introverts or close-minded people do. Why do people act different in various situations? The setting, social rules, relationships and reasons for an interaction all influence their behavior. Skilled people-watchers observe nuances in conduct that enrich their understanding.

Keep an Open Mind

Although many nonverbal clues mean something very specific, it is all too easy to generalize that a movement automatically equals a meaning. For example, when a customer scratches his or her nose, does that automatically mean they are lying or could they just be itching? Sometimes gender, race, and economic background can influence the meaning of nonverbal clues. Therefore, in order to be accurate, you need to be observant and keep an open mind to all of the clues the customer will give you. Never assume anything; rather, use the clues as guides, not rules.

Customers' Body Language

Just as your body language communicates to customers, customers will communicate to you with their body language. The following are examples of a customer's body language and what it will usually mean.

The main thing to remember, is that the power of body language lies in its subtlety, in its promise of an action rather than the action itself. Body language hints towards a certain disposition or behavior rather than identifies or determines it.

Arms Folded:

This is a defensive posture and will usually mean that the person has a negative attitude towards you or what you are saying. Sometimes this is a sign that they disagree with what you are saying.

You will often see this in men who just want you off their doorstep. The folded arms are comparable to a wall built by the customer that is difficult to break through; however, it is easy to go around. To go around this wall, hand a customer something that is interesting and relevant to what you are saying (many times it will be a laminated sheet with some of the tools a technician will use or some common bugs in the area). This forces customers to unfold their arms and physically involve themselves in your pitch.

The Stone:

The customer does not move and only stares at you. This will usually mean that the



customer is thinking one of two things.

"He's not going to convince me...no matter what."

"If I sit like a rock and stare, he'll eventually leave."

This is similar to Arms Folded and is often done at the same time. Again, the idea is to go around the wall by getting the customer physically involved in the process. Use your laminated sheet and have them read something that will ensure a positive response. While the customer studies your "offering," prepare to "reveal" something else he can touch or read that will follow up with the first offering.

Anxiety:

These are general signs of uneasiness and show that the customer is uncomfortable with you or the thought of buying something.

Small shuffling movements, shuffling toes on ground, rubbing one foot against the other, tapping the ground with foot, general fidgeting.

Fiddling with fingers or playing with pen, pencil, cigarette, etc.

As you meet the needs of the individual customer, overcoming their objections and answering their questions, you will see the level of anxiety diminish.

Eye Contact:

Customers who are unsure of a decision will avoid eye contact.

Silence is a great way to get a customer to look at you.

BUYING SIGNS

As you are explaining the service, you must know when to close the sale. Read the customer's buying signs to know when to close. Look for:

- Responding positively to a close
- Asking questions
 - "How much is it," "How long does it take," "Would we need to leave the house?" or anything that starts with "If we were to buy pest control..."
- Relaxation
- Chin touch
- Leaning towards you or standing closer to you
- Greater eye contact
- Unfolding of arms
- Taking their hand off the door knob
- Leaning towards something you point out
- Agree with you 3 times
- Nodding their head

Recognizing buying signs will make or break your summer. Learning to recognize them will take you to new heights in your ability to sell quickly and effectively.

If a customer has concerns, but keeps giving solid buying signs, YOU SHOULD PERSIST WITH THEM. They want the service so just keep building the need, value, and urgency, and their concern will be resolved. With more and more experience, you will become relatively instinctive regarding how long to persist. Until you develop this instinct, err on the side of being extra persistent.

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Driving Through Town -- Buying Signs / Closing

Imagine you are driving from one side of the city to the next. You'd like to get there as quickly as traffic will allow. Getting to the other side of town is making a sale; traffic lights are the customer's responses. You start driving (going through the sales cycle) and you come up to a traffic light. It's green (buying sign), so you proceed at full speed. Keep cruising until the lights aren't green. If you get a yellow or red light, resolve the concern, and get back to creating and meeting a need, which leads to green lights.

The lesson to be learned from this analogy is to take the sale by the horns. Don't wait for the customer to ask, "How soon can we fill out this contract?" That rarely happens. Advance the sale by continually moving forward after each buying sign. If you get nothing but buying signs, you can make the sale in 5 minutes!

Body language is not an exact science and there are times you will find that an over-generalization or assumption will get you in trouble. Remember, each customer is an individual with his or her own body language. You will find that experience will help when it comes to reading your customers. **And remember that 93% of everything you communicate is through non-verbal communication and only 7% through verbal!**

SUBCONCIOUS

When properly executed, the following guidelines will subconsciously send vibes of positivity, cooperation, and friendship. Obviously, this can be priceless for a salesman.

Eyes:

Never wear sunglasses when you are working.

Don't do this on the doorstep, but if you meet someone who is far away, do a (single) "eyebrow raising" twitch when you say "Hi" from about 10-15 feet away.

Initiate eye contact and hold for a few seconds, then break before it gets awkward. Don't break eye contact by looking down. Look up or to the side. Periodically make eye contact for a few seconds on and off throughout your interaction.

Body:

As previously mentioned, don't square up to someone. Stand at a 45 degree angle.

If shaking hands, extend your hand with your palm up.

Keep your hands in plain view as much as possible.

When pointing at something, have your palm be facing the customer.

Mirror people as much as possible.

Words:

Say "easy," "by now," and "today" as often as possible without being awkward.

Never say "think about it."

Ask questions about them, to which they will engage you, and return the favor.

Get to know their name and use it appropriately throughout the conversation.

Focus the conversation, your questions, and your answers on them as much as possible.



NOTES

“ “ RIGHT
WHEN
YOU'RE
ABOUT TO
SUCK...

DON'T. ” ”

- Michael Huestis

B.O.L.T. SYSTEM

Everyone you will encounter throughout the summer can be categorized into **one of four personality groups; Bull, Owl, Lamb, and Tiger**. With the correct approach, all types of people can be sold. It will be up to you to identify, categorize and establish relationships with each type of individual.

Bull - They prefer directness and getting right to the point. Do not go off on tangents or you will lose their interest. Be confident in your dealings with them and make sure you know what you are talking about as they can be a bit impatient. Don't try to tell them they are wrong; they need to be shown the facts to make their own determinations. Don't use frills and fluff when dealing with a "bull".

Traits of a bull:

- Mainly concerned with the bottom line "Get to the point" (not A to Z, just Z)
- Quick to decide
- Results-oriented
- Needs to feel in control of the situation
- Prestige and status of brand are more important than the safety of products
- Business first, then social
- Demands respect



Signs that you are dealing with a bull:

- puffed out chest
- folded arms
- Coldly asking, "what do you want"
- Down to business mentality
- Initial fixation on price.
 - "so whats the bottom line?"
- Straight faced.

How to interact with a bull:

- Do not be intimidated
- Match intensity- hit them with an initial shock then build value
- Tone should be firm and direct, matching that of bull
- Body language portraying confidence and precision
- When it comes to your words, Less is More. Don't be wordy
- Use the phrase, "so the bottom line is..."

Owl - They are generally introverted and serious in nature. Everything must be analyzed and all questions fully answered for an owl to feel comfortable with buying. Too much excitement is unsettling to an owl. They like stability and routines. You can't rush an owl to make a decision. It is best to present the facts clearly and concisely and let an owl make up their own mind. The owl is very sharp and very reliable. You only get one chance with an owl so don't mess it up.

Traits of an Owl:

- Interested in the details of the service from A to Z
- Safety of products is more important than prestige and status of company
- Takes time to analyze decisions; Slow decision maker
- Very time conscious (they expect you to be on time!)
- Do not tolerate mistakes (yours or theirs)
- Does not like over excitement and emotionalism
- Enjoys solitude and meditation
- Business first, then social



How to interact with an Owl:

- Be patient, thorough, and engaged
- Understand that you will have to go through the sales cycle multiple times
- Use Details
- Use multiple soft closes before you use a hard close
- Important to seem confident in your knowledge of the service and products.
- Talk about the safety and security of Terminix/Insight

Lamb:

They are generally more soft spoken and move at a much slower pace. They are good listeners but they do have a hard time making decisions. Patience is a virtue when dealing with a lamb. They can be outgoing or introverted but are generally kind and gentle. Lambs don't feel comfortable with forceful directness. Use your words and actions wisely and at a slower pace to make them feel as comfortable as possible. You must gently nudge a lamb. The "lamb" will flee if frightened.

Traits of a Lamb:

- Slow to decide and often change their minds (high buyer's remorse)
- Slow-paced
- Very emotional; safety of products is more important than prestige and status of brand
- Avoids conflict
- Wants protection and peace
- Social first, then business

How to interact with a Lamb:

- Be their friend, give direction, and show support
- Talk about the safety and security of Terminix/Insight



Tiger:

Tiger - They are playful so relevant chit chat is fine before launching into the core of a discussion. Tigers won't give you many clues as to what they are really thinking. Have the patience to have fun with them and coerce them into buying. Tigers are also fast and direct once they make up their minds. Tigers are a little more flexible and playful compared to a bull, however, when pushed the "tiger" will hold it's own.



Traits of a Tiger:

- Not into details – prefer that others take care of nit and grit
- Very social and energetic
- Fast-paced and is often late for appointments
- Loves recognition – emotional, likes excitement
- Prestige and status are more important than security
- Likes a challenge
- Social relationships are important
- Social first, then business

How to interact with a Tiger:

- Show interests in their interests
- Big smile, super friendly
- Don't be afraid to deviate from the sales cycle in order to talk about their life.
- Talk about sports teams and the social scene.

Worldwide, different cultures have different mannerisms and norms of communication. While it is not an exact science, we can typically categorize most cultures into specific sections of the BOLT framework. Ask your manager regarding the specifics in your area.

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MISC TIPS

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HERE WE GO:

There's a lot of great info in this chapter. Lots to read and work on. Get ready because it'll all pay off. Just put in the time.

Using Pictures and Bug Sheets

The laminated sales pictures you receive as sales aids are your friends! Pictures are worth a thousand words. Use them frequently as you begin to create and meet the need. Many people will mildly hesitate to hold and view your bug sheets. You need to assumingly extend your arm with a locked elbow, eyes fixed on the bug sheet itself, head slightly tilted down, with the bug sheet directly in front of the customer. 99.9% of people will take your bug sheet.

Incorporate Bug Sheets into your door approach. This will engage customers much quicker than most anything you can say. For many people (especially women), Bug Sheets literally get their blood flowing rapidly, and will cause the customer to open up and tell you about their problems or fear of insects. This provides a perfect segue into your pitch!

Getting People off of the Door Step

You should always be confident on the doorstep, but homeowners will magically view you in a different light if you are inside their home, or in the back/side yard.

Remember that whenever someone mentions seeing bugs, ask "Where?" then, "Let's take a look." You must assumingly walk towards that direction and it will always work. Give the universal "follow me" sign by moving your neck and motioning your hand. If you hesitate to walk in/around their house, they will hesitate to let you in.

If they don't mention bugs, try one of these to get them off the door:

- "I thought you'd want to see this," then walk them around the side of the home.
- To enter the home, say "let me show you" then immediately look down and start wiping your feet and leaning forward. They will back up and let you sell them!
- While explaining a scope of the service, literally just turn and start walking away while giving the "follow me" hand motion. They will follow you. A phrase like "What we're going to do.." is a perfect way to start walking away as you keep talking about the service.

Getting customers off the doorstep dramatically improves your chances of making the sale. You can become their friend and tailor your solution to them. Ideally, enter the home and explain the injection and crack and crevice treatment. The back yard is also a great place to explain the scopes of the service and break that front-door awkwardness.

Assuming the Sale

Assuming the sale is more than just using a few assuming phrases such as:



- When my technician comes tomorrow, be sure and let him under the kitchen sink...
- You'll love it when...
- What we are going to do is...
- When my technician is applying a granular right here...

Being assuming is a mindset that includes these phrases, as well as an attitude of expecting the customer to buy. Considering how exceptional the service is and the discount you are offering, the burden of proof lies on the customer.

The customer must prove to you why they shouldn't get the service...and they better have a bunch of terrific excuses, because any normal person should do it.

You can be especially assuming and urgent when you sold someone a few houses away. When assuming the sale has become second nature to you, sales will come often!

Pre-Overcoming Concerns:

If a concern is addressed as a non-issue before the customer brings it up, it will usually melt away. If necessary, any concern can be pre-overcome. Apply these principles as needed. Here are some of the most common concerns you may wish to "pre-overcome"

Customer Not Seeing Bugs

Sales Rep: "I'm sure you're not getting much pest activity right now, are you?That's what I thought. Nobody is right now, but everybody knows the bugs are coming. You know how it is here in Raleigh/Kansas City/New Jersey! I have a truck in the area treating a few others, so the cool thing is I can get you protected with everyone else so you never have to worry about bugs this year!"

Customer prefers to pay by check

Sales rep: "There are 4 ways to pay. Visa, MasterCard, Discover, or American Express; we don't take cash or check. Which would you prefer?"

Inspections

It comes in handy to offer an inspection in order to help customers make a buying decision on the spot. Whether they decide yes or no, you need to know asap. Do not expect to get a call from people who say they will call you. Do not waste time walking across a neighborhood 3 hours later to check on someone who casually said to come back later. When someone needs time to either **think it over, find a bill** from their current company to price check, **or to call their spouse**, offer to perform an inspection to cut to the chase:

Sales Rep: "I'll tell you what, why don't you try to get a hold of him/her on the phone, and while you are doing that, I'll do a quick inspection around the house. Then, of course you or he/she can ask me any questions when I'm done. I'll meet you back at the front door in 2-3 minutes. **Is there a dog that will eat me if I go in the backyard?**"

Customer: "Haha, no. the gate should be unlocked."

Write on your knocking sheet ANY bugs you can find. Bust out your flashlight if you have it. Poke your pen around in the dirt/mulch. Look under rocks, on the siding, the eaves, in the corners, under the deck (for spiders and carpenter bees), and always carefully look under the downspout pan (black widows love those!).

On most property, you should find ants, spiders, wasps, and more.

Regardless of what the homeowner was thinking, they are usually quite eager to hear what you found on your inspection. Tons of sales are made when you can show them bugs on their house that they had never noticed/looked for.

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- Be assuming as you explain what you found.
- Before moving on to the next bug, take the time to explain how our treatment will resolve that pest.
- Keep in mind some people like certain bugs so you can always make a note of that to the technician.

Dropping Price

Dropping the price of your service is sometimes necessary in order to make a sale. **This should not be done frequently.** Do this only when you have to. Here are the guidelines:

- Always quote someone the discount as \$10 more than you can go. This keeps your average contract value up, and gives you flexibility when you need it.
- Price drops ALWAYS have to be quid pro quo, meaning a favor for a favor.
- Only do one price drop.
- Make it seem like a big deal. If they think you drop it for everyone, they won't feel special, and that's really all most people are looking for. They just want to feel like they "won" a small battle and got the best deal.
- Call the secretary or your manager (if needed) to make it seem like a big deal.

Example: "If that is genuinely too much for you, let me think. Hmm, let me call my boss and see what he says since we are so close to the other customers and I want to get this spot filled." [call secretary or manager] "Hey, I am here on the discounted route and I have someone who is getting the ants like the others we are treating, but is there anything we can do to lower the price?" [listen] "Ok, thanks, I'll let them know. Bye." (To customer, now) "Ok, great, my boss said **as long as you can fit it in tomorrow** when I have that last spot open, we can do it for \$X-10. That way we can get you taken care of, and it works for everyone. So I just need to fill this out real quick and we'll be all done. What's your first name?"

One caveat is that certain cultures thrive on negotiation. It's part of their community. With these cultures, start very high and only in this case is it ok to lower the price several times. Always tell them about the extra year in advance savings, and they usually go for it. They have money, but hate letting go of it. One way to turn a bartering customer into an ally is to mention a referral bonus (talk to your manager about specifics). Use the neighborhood and tight nit nature of the culture to your advantage. Pricing and services may vary by branch. If you are selling out of your regular service area, contact Shannon O'Sullivan or Kristie Fuery for availability, rules, and pricing. Never, under any circumstance, enter an out of area sale into tracker before receiving instructions. If you do, there is a good chance you will not get paid for the sale.

Scheduling Sales

Take the opportunity of calling your sales coordinator to look and sound professional. If needed, ask your coordinator to do the same to give a good image to customers.

One helpful tip is to always say "Hi Julie, this is _____ on the DISCOUNTED ROUTE out in _____. I just wanted to see if there are any spots left for tomorrow...."

This small phrase reinforces to the customer that they are getting a special deal.

Automatic Payment (APAY)

Automatic Payment/Easy Pay/EFT is all referring to the same thing. It's when customers pay for their service electronically. It can be done through a credit/debit card or an electronic



bank draft from a voided check. This is much better than a customer receiving a bill in the mail. Customers who are not on APAY are 5 times more likely to cancel their service, or just not pay for their service. Either way, reps don't get paid on cancels or past-due customers. The key is to get 95%+ of your customers on Auto Pay. In order for an account to be considered Apay you will need to select "Autopay" in tracker and enter the payment information.

Rep: "There are 4 ways to pay. Visa, Master Card, Discover, or American Express; we don't take cash or check. Which would you prefer?"
* then look at your binder and write (or pretend to) on the contract *

Customer: "I'll use Visa."

Rep: "Ok, if you want to grab that, I will go ahead and keep filling out the service agreement so it's ready when you get back."

If it is said with confidence, this will work! If customers ask if they can pay by check, you can explain they can pay by check if they want to pay for the year in advance and get a discount, but if they pay quarterly it has to be credit/debit or voided check.

If they feel unsure about giving out their credit card, explain that credit cards have inherent security because they can have any fraudulent charges removed.

IF THEY LIKE YOU, this can be a great time for a joke like, "Don't worry, I just bought a new pair of shoes." For some reason, humor calms everything down and usually works wonders.

Year in Advance (YIA)

Most service providers offer a discount between 5-10% for the customer paying for the year in advance. This is great because these people never cancel! The reason more customers aren't YIA is that reps don't ask for it. If you just mention the option to pay for the year in advance, you can get 5-15% of your sales to go for it. This is a great way to improve your cancellation percentage! When collecting YIA, select "YIA" in Tracker. Failing to do so will negatively impact your APAY percentage.

Example: "Ok Jim, there are two ways to pay. You can pay as you go after each service, or you can pay for the year in advance. If you pay for the YIA, you actually save 5%! Lots of people like the YIA option because it's a better deal than investing in this economy! Which option do you prefer?"

Referrals

Nothing solidifies someone like getting a referral from them, and there are no easier sales than referrals! Some reps make a living off referrals, and others never try. Not only is a referral the easiest money you've ever made, but it solidifies the original customer.

- Never offer someone the lowest price you can give them when quoting a price.
- When going over the service agreement, offer to drop the initial and/or their quarterly price to your minimum if they get a friend on the route.
- Their friend can be in the neighborhood, or anyone in the city.

"If you can get one of your friends in town lined up with the service, I can actually take another \$10 off your initial. Who do you think would be interested?"

People are most likely to give you a referral when they see an immediate benefit of a few dollars coming off their own price right away. Ask for the referrals on the spot. Don't wait.

NOTES

Solidifying the Sale

You should be solidifying the sale at each point in the sales cycle. Constantly communicate both verbally and nonverbally that they are making the right decision by purchasing from you. Build the Need, Value, and Urgency through the roof!

Use the contract as a sales tool

Explain things in a positive light when going over the contract. Be very confident, and point to the contract frequently as you explain the service frequency. Make notes of bugs, or any other writing on the contract. Do not be afraid to pull out the contract and show it to the customer from the beginning.

- Tell them the technician may not do everything exactly as you described, but he will resolve any problem.
- Before the second visit, they will get a call or email confirming the visit.
- "We will try to call you if the technician is later than the appointment; likewise, please call us in the case of an emergency where you won't be there."
- Remind the customer about the free re-services in between their regular visits.
- Remind them that it's not abnormal to see an increase in bugs after the first service.
- The increased activity should die down after 10-12 days.
- Confidently explain the early termination fee if necessary.

Last note on solidifying the sale: don't over-compromise what the service will be. If you made it sound like your technician is Mr. Perfect and he is going to spend two hours at their home doing everything imaginable, you will have an upset customer who is likely to cancel. Build the need and value without getting too specific into what will be done.

'No Soliciting' Neighborhoods

You will run into homes that have No Soliciting signs, as well as neighborhoods. Why do top reps knock on No Soliciting doors? **Because they are so profitable.**

Some reps feel uncomfortable doing this. Here is why we recommend it.

The US Supreme Court has repeatedly ruled against municipalities who tried to restrict door-to-door activity in their communities.

A "No Soliciting" sign is a request, not a law. You will not go to jail unless you get into a fight with a homeowner or you mouth-off to a cop. Most of the time, the worst thing that happens is some paranoid homeowner calls the cops on you (maybe without you knowing it). Then the cop shows up, looks at your driver's license for a second, then says "good luck." As long as you are respectful, you are good to go. In some cases, they will recommend trying another neighborhood, but 99% of the time, the cops are really cool towards pest control solicitors, and annoyed with the resident who called with such a trivial complaint.

How does it work? Typically what happens is that a brand new neighborhood gets TONS of solicitors of all kinds. A few vocal people get bothered and the Home Owner's Association (HOA) board votes to put up a No Soliciting sign. Most solicitors get scared and stop coming, and then, over time, people forget that they even have a No Soliciting sign. Most people don't really care one bit if you are knocking. It's the board members and especially the dreaded HOA President you have to look out for. (They are usually cool enough to mention that they are in charge....)

NO SOLICITING IS **NOT** A LAW. . .



NOTES

When They Are Making a Decision

Contrary to popular belief, most married couples will not come together in a private room to hold hands and pray about whether to get pest control. After your pitch, they are going to say:

“So, honey, do you want to get it?”

At this point, the “honey” will usually give a yes/no answer. They typically say “well I’m not sure. I do hate spiders...” In married talk, that means “Yes, I want it, but if it’s going to make you mad, then we don’t have to get it. But I want it!”

This is the perfect time to tactfully share one more piece of ammo!

You literally have them standing on the fence, and the littlest thing could determine which side they end up on. “By the way, I forgot to mention that if for some reason those spiders were to come back, you don’t need to worry about a thing. Just give us a call and we can be here usually by the very next day. Sometimes even the day of...”

After you share a relevant piece of ammo, expect the “honey” who wants it to start making small statements that indicate he/she is fully willing to buy from you.

Despite your best efforts, the other spouse may not be happy about it, but they are willing to give in on something they don’t necessarily want in order to keep their spouse happy.

This happens all the time!

If you understand this process, get comfortable with it, and skillfully share one more piece of ammo at just the right time, expect to make an extra 20-40 sales this summer. (So yes, this page might be the single most valuable page in the manual.)

Phone Sales

When someone calls you from a flyer you left on their door because you didn’t speak to them in person, be happy. If they called, they are pretty interested.

- Be very relaxed and conversational....empathize with them. “Oh yeah, everyone is getting those _____, they are so annoying!”
- You are their friendly problem solver, NOT a salesman. You don’t need to apply pressure. That usually turns them off.
- Solidify the sale as much as possible over the phone by being professional and thoroughly explaining the pest control ammo and walking them through the service agreement.

Rainy Days

Don’t let yourself be “that guy”--the one who looks like an idiot calling your manager to ask if you can stop selling because it’s raining or even sprinkling. Are you allergic?

Rain brings out more bugs! Most bugs are on the move when their home is getting flooded, so during and after rainstorms are the most likely times for homeowners to see bugs. When you show up immediately after the storm they see a lot more bugs on their property than they usually do, you get an easy sale.

If it is a dangerous (strong winds, hail, LIGHTNING) storm, be careful, but **don’t cheat yourself out of a few hours of selling just because it’s wet.**







NOTES

Ethnic Neighborhoods

In a neighborhood where everyone is from the same ethnic group, the neighbors usually know each other quite well. When you make a sale, name drop as much as possible. You can often get a great snowball effect that turns 2 sales into 8!

Re-Knocking Areas

At some point in the summer, everyone gets the opportunity to re-knock a neighborhood after it has been knocked 2-3 times by you or another company.

Do not assume that the other rep who knocked it knew what they were doing. Most likely, the rep wasn't trained as well as you have been. Even though they may have taken some of the easy sales, here are four reasons why you should knock it:

1. People are often thinking about and noticing more bugs than ever since that last sales guy stopped by.
2. You can get the sales that he worked for, but didn't follow up on.
3. People are experiencing "non-buyers-remorse."
4. Lots of the bug species don't pop up until late summer anyway.

Knocking Sheets

In one of your first correlation trainings in your area, you will be shown how to use the digital knocking sheet in myvantagetracker. Or, you may choose to be old school and just use a simple piece of paper and pen.

However you want to do it, ensure that you have an organized system that you use on knocking sheets. Write down everything. Use abbreviations that work for you. Ensure you are getting from door to door as quickly as possible. Don't let your notes slow you down.

What's the fuss about knocking sheets? You've got to be organized in the way you approach knocking your area. If you don't take great notes, you will leave sales on the doors.

The page on the right is an example knocking sheet. Become familiar with the concepts used in it. The purposes of a knocking sheet are to help you:

- Without question, every top rep keeps meticulous knocking sheets. Period.
- There is no "perfect" way of doing knocking sheets, but yours better be really good! Save time and remember the situation at each door!

LEGEND

- | | |
|--|---|
| 1. Make great notes about your area. Adapt your intro. | TTW/H Person needs to talk to wife / husband |
| 2. Keep a tally of how many people you actually talk to. Aim for 60+/day! | FS For Sale. If you reknock, and the sign is gone that means someone just moved in. Sell 'em! |
| 3. Set goals for summer, month, week, and day. | NH Not home. Some reps just leave it blank |
| 4. Keep re-knocking a section where you sold two so close! | 110 If you quoted a price, write it down |
| 5. Set apart your sales somehow on your sheet. Checkmarks, circles, whatever. | NS No Soliciting. Only use if it's a homemade sign |
| 6. SS = Switch side. (opposite side of same street) | CBA9 Come back AFTER 9pm. Tell them "9ish" |
| 7. Go Back to those who may be interested, but were in a genuine hurry. | CBA7 Come back AFTER 7pm. No primetime appointments. "I'll be out until dark, so I can definitely stop by after 7pm." No EXACT time. |
| 8. Take advantage of the notes section! | NI Not Interested. Give a reason. You can go back to these homes--especially if you sold a neighbor |
| 9. Oil spots in a driveway mean a car's usually there. Go back! | X They cursed you out and you shouldn't go back |
| 10. Get a name from everyone! Even those you DON'T sell. | CAR If you see a car in the driveway w/ no answer |
| | JMI Just moved in. These are easy sales! |



KNOCKING SHEET

1

Date: <u>May 21, 2014</u> City: <u>Fairfax</u> Name: <u>Suburban COLE</u>		Neighborhood Description: <u>10 yrs. old / Square & Square</u> People Tally: <u>YES YES YES YES YES YES YES YES</u>		MOBILE CLASS <u>Whites & Indians</u> <u>Asians?</u> <u>Lat?</u> <u>Lat?</u> <u>Lat?</u> <u>Lat?</u> <u>Lat?</u> <u>Lat?</u> <u>Lat?</u> <u>Lat?</u>	
House#	Notes	House#	Notes	Goals	
<u>VILLAGE GREEN CIR.</u>				Summer	<u>225</u>
280	Jeremy - NE - DIY	99		Month	<u>80</u>
282	Leor	95	LaQuin - 110 gmi ✓	Week	<u>23</u>
284	(Empty)	<u>POLLING THUNDER ST.</u>		Day	<u>4</u>
286	Bridger - Maps (TTH)	438	lots on porch!	Before 6	<u>1</u>
288		440	Leor	After 6	<u>3</u>
290		442		Extra Notes / To Do	
292	Leor	444	Explos by final steps	Appt Manager About 2 weeks before start. - Burial "Value"!	
294	Nic - Nikki - 11/9/14. h/b/spacer ✓	446	FS		
296	X	448			
298	FS	450	TTH (CBA?)		
300	NE - 4	452			
302	In hurry - sounds interested!	454	Leor		
304	Sty - h/b in kitchen. NE TTH	456	NI - 4.		
306	FS	458	FS		
308	"No Buss Ever" - Frank	460			
310	Mr. Sadler - chemicals	462	HDA Pres - XX		
311	JME - not for perception NH!	464	Tandy - 11/1 (CBA?) - Sheriff	Appointments Monday - 901. 408. 9491 Wednesday Thursday - 901. 408. 2111 to call things	
309	Leor	466	Leor		
302	oil spots - spiders all over door!	468	Leor		
305	Leor	470	Adam - stubborn guy (CBA?)		
308	Leor	469			
301		467	TENS of h/b's in yard by steps		
299	h/b's alone	465			
297		463	NI		
295		461	NI - not, but want in den.		
292	Johnny X	459	husband out of town.		
291	Pat & Kave. h/b/spacer. NO 4.	457			
289		455	Aranda! 11/1 is 11/1 (CBA?)		
287		453	Leor		
285	Big Tom. Leor his h/b. Wood X	451			
283		449	Leor		
281		447	Buff - NI NI - DIY		
<u>HUMBLE CREEK COURT</u>				Phone Numbers	
2104		443	Archie - friends w/ h/b's! ✓	Michael - 408. 229. 9048 Japan - 901. 526. 1111	
2106	Leor	441			
2108	Leor	439	NS - X - NO!		
2110	Glean - deep seat.	437			
2112		<u>BARTHOLOMEW CIRCLE</u>			
2114	Iron! (NH) 524-1911	1421	Megan - call on Sat (301. 555. 942)		
2113		1427			
2111	Morgan - no bugs / DIY	1433	NI - pesticides. Warty!		
2109	FS	1439			
2107	Leor	1445	Shawn - tag tag - NO \$!!		
2105		1451	Leor		
2103	Mike XXXX	1457			
2101		1463	Mandy (EB in L.V. Disinfect. W)		
<u>BIG WILLY LANE</u>				Abbreviations	
104	is big hurry (CBA?)	<u>BARRY MANILOW COURT</u>		TTH	CBA?
106		20346		TTH	NI
107	Mandalyan! Arts P 115/1st. ✓	20317	FS	FS	X
103	Sara! 11/1/1st. ✓	20316	Heather. Sheriff - w/b between (CBA?)	NH	F
101		20314	Leor.	110	CAR
				NS	JMI

2

3

5

10

7

8

9

6

4

TIME MANAGEMENT

Daily

Before Selling – Rest! Eat healthy. Rejuvenate your mind and body before correlation.

Morning/Afternoon – this is the time to gather information about the neighborhood. Most people who are home at this time will have time to talk to you. If you catch a child at home without their parents: instead of just leaving right away, ask the kids what bugs they have been seeing in homes and outside. Get names of people in the area and make notes of bugs and random info about the neighborhood to start building up a presence in the area. Try to glean enough info from multiple sources to know more about the neighborhood than the average resident. This info will build your credibility big time.

4-5:30pm – This time of the day is a mix between early and late knocking. Start speeding up your efforts. Ensure that you are prepared to maximize your potential during the 5:30-dark “primetime” by staying hydrated and eating a light snack that won’t slow you down.

5:30pm-Dark – Hustle, hustle, hustle!! You have gathered your data while everyone was at work; now is the time to shine. Weave the info you gained about the neighborhood into your pitch. Your credibility is through the roof due to the day’s work. Contact as many people as possible while they are home. Jog from house to house and do not waste time with people who aren’t going to buy. Once you make a sale, don’t camp out and look through their family photo album...go make 2-3 more sales! Do not go to a callback during this time period. Use this time to find new contacts.

15 minutes Before Dark – knock on houses with lights still on.

15 minutes After Dark – visit “call backs”: the people who had to check with their spouse. Hopefully you will convert around 25-50% of your call backs into sales, then meet your knocking partner and head back.

*The reps who are in a hurry to get in the car when sun is still going down will fail. Don’t join them...

Weekly

- Call through any phone numbers of potential sales.
- Call anyone (again) who should have been serviced and reschedule them if possible.
- Follow up on weekly goals and set new goals.

Monthly

April/May

Welcome to door-to-door sales. Hopefully you weren’t expecting a summer of glamour and relaxation. In May, the first big step is to fix your meta-verbal communication. Most reps sound like a salesman. Talk to people casually and comfortably like you do with your friends. Your

“Don’t be fooled by the calendar. There are only as many days in the year as you make use of. One man gets only a week’s value out of a year, while another man gets a full year out of a week.”

- Charles Richards

first month is less about selling ability and more about maximizing the odds, by knocking as many doors as possible. Get over the learning curve ASAP by hustling and talking to as many people as possible, constantly trying to improve. Finally, most people set their work pace their first month. Make a conscious effort to develop good habits early. The only people who will know if you are taking unnecessary breaks and not working hard are your conscience and your bank account. Push as hard as you can to reach your goals!

June/July

You are hitting your stride as a first year rep by this point. You will make huge gains in sales skills till roughly halfway through the summer, then you really have to focus in order to keep improving. Continue reading the training manual, and most importantly: find someone to compete with every day! Stay in frequent contact with your competitor and do everything you can to sell as much as you can.

Remember, time always remains a factor in how many sales you can make in a summer. Don't fall into the trap of selling yourself short by being less careful about time efficiency. All who maximize their time end their day with more sales and their summer having reached their goals.

August

Hello, Tuition Bonus! August really is where you make your money. This is the time where the difference between pay-jumps is noticed. Run the numbers and determine how many more sales you need to reach your goal. Throughout the summer you may need to readjust your goals in order to stretch yourself to your attainable limit.

Just like running a race, those who sell the best have the best sprint in the end. The most successful sales reps work their hardest at the hardest time of the summer to work – the month of August. It is the month of August that separates what will be a good summer and what is a great summer. Although many reps can begin strong, it takes hard work to stay strong until the end. You will do more for yourself by focusing on putting in hard work and maximizing your time than by following nearly any other sales principle.

By August, it's very easy to start telling yourself that you won't sell well because all the easy sales have been taken out of a neighborhood. Homeowners have already talked to 3 salespeople, and you really want to relax at the mall or the pool. Don't think negatively! Remember: it's hotter than ever so there is more bug activity, and you are as skilled as ever at selling, so go hit that tuition bonus! Everyone always says that if they are going to do well, they do well.

DESTINY IS NOT A MATTER OF CHANCE;
IT'S A MATTER OF CHOICE.
IT IS NOT A THING TO BE,
WAITED FOR . . .

IT IS A THING TO BE
ACHIEVED.

- William Jennings Bryan

NOTES

Horizontal lines for taking notes.

400+ ACCOUNT REPS

They don't have magic.

Their parents aren't rich .

They don't only knock golden neighborhoods.

They get laughed at and rejected too.

Contrary to popular belief: 400+ account reps aren't lucky

Often times, you hear successful people talk about being lucky, it turns out, it's tough to prove luck empirically. Perhaps, it's the hardworking optimists who constantly see the bright side when their **determined preparation meets the same opportunity** as everyone else.

Ingredients of a 400+ rep	Accounts
Schedule. Every day is exactly the same. No deviation. Not even for a friend.	75
Hours. They spend 2+hours on the doors beyond everyone else.	75
Pace. They walk/jog fast and talk slow. Always in a hurry!	40
Assuming. Expect everyone to buy, and convey that confidently to customers.	75
Efficiency. Developed habits and systems for working smart.	40
Practice. Never too good to role play and/or record your pitch.	25
Phone Sales. Constantly calling people back, keep a detailed log.	20
Manage Area. Maximize area, name drop, never burn through.	60
Fewer Breaks. Eat sack lunch in your car. Use bathrooms of customers.	25
Phone. Never answer calls or texts while knocking. Return calls at 10pm or 8 am.	30
Time. Never wasted. Always on the go. The clock is ticking.	25
Calculator. They are always looking at their pay-scale and calculating earnings.	25
Sales Experience. First years with ALL other ingredients <i>usually</i> hit 300-ish.	100+

When you meet several top reps, you'll be surprised how simple they are. They're good salesmen, but you'll knock with them for a little while and walk away somewhat unimpressed with what they actually say. It's the combination of all these behaviors.

The biggest thing they have going for them is they recognize the need to go out every day and do nothing but work. They don't even think about going to the store, or finding a new area mid-day. They just put their head down and chug along, regardless of the circumstances. They decided once to be successful, and stick with it every day, no matter what.



IN CLOSING

IN CLOSING

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IN CLOSING

NOTES

CLOSING THOUGHTS

Be Yourself

People like talking to relaxed and genuinely happy people. Be yourself on the doors and talk to customers as you would speak to anyone else at any other time. When you combine your own personality with sales skills, you will not only sell more, but you will be happier. Instead of becoming monotonous and bored, you will find it fun to talk to people on the doors. Remember, people buy YOU!!!

You will learn your own sales style as you start out mimicking the styles of the training manual, your managers, and reps you role play with. You might take bits and pieces of each style and combine that with your personality to develop your sales style.

Talk to customers as if you are trying to get to know them and make them want to get to know you. You will make friends and even get some customers to ask about the service. You cannot lose unless you come across in an unprofessional manner.

Stay Positive

It can be so easy to let rejection, discouragement, and negativity dominate your thoughts. You must choose to be positive. Life is hard and this job allows you to develop your character in a way that you probably otherwise wouldn't. Choose to feed yourself positive thoughts throughout the day. We achieve and become what we visualize. Be sure to focus on good, uplifting things. Books can be a great way to develop positivity.

Have Fun

Enjoy your time with the others in the office. Goof off, pull some pranks, and make some memories. We all do this job primarily for money, but we should have a great time while we are at it.

Take Care of Your Body

It may sound cliché, but eating right, sleeping plenty and exercising daily will go a long way towards achieving success this summer. **Too many reps** eat 2-4 meals of fast food per day, don't drink enough water, stay up late with video games/movies, and sleep 6 hours a night. That is a recipe for operating at 50% of your capacity! (Plus, these are the reps that are usually falling apart come July and August. They can't stay motivated and wonder why they are selling less.)

Be wise with your body. Use your down time to sleep, read a book, exercise, and/or meditate. By taking care of yourself, you will improve your daily performance and your ability to sustain this type of work for 4 months. Don't let yourself fail in the last leg of the sprint because you didn't nourish your body.

*Another bonus is you decrease the chance of becoming sick. Getting sick for a few days could easily cost you over a thousand dollars in potential income!



RECOMMENDED READING LIST

Motivational/Positivity:

Seven Habits of Highly Effective People
 First Things First
 Winning Every Day
 Think and Grow Rich
 Greatest Salesman in the World
 Willpower: Rediscovering the Greatest Human Strength
 The Power of Your Subconscious Mind
 The Magic of Thinking Big
 As a Man Thinketh
 The Power of Positive Thinking
 See You at The Top
 Coach Wooden's Pyramid of Success
 Personal Power
 Good to Great

Stephen R Covey
 Stephen R Covey
 Lou Holtz
 Napoleon Hill
 Og Mandino
 Roy F Baumeister
 Joseph Murphy
 David J Schwartz
 James Allen
 Norman Vincent Peale
 Zig Ziglar
 John Wooden, Jay Carty
 Anthony Robbins
 Jim Collins

Sales:

Advanced Selling Strategies
 How to Win Friends and Influence People
 Greatest Salesman in the World
(yes, this book is listed twice for a reason!!)
 The Speed of Trust
 Psychology of Selling
 21 Irrefutable Laws of Leadership
 Think and Grow Rich

Brian Tracy
 Dale Carnegie
 Og Mandino

Stephen M. R. Covey
 Brian Tracy
 John C. Maxwell
 Napoleon Hill

Anything By: Tom Hopkins, Zig Ziglar, Jeffrey Gitomer, or Brian Tracy

THE END

REFERENCES.

A Whole New Mind
Body Language in Business

Customer Centric Selling

Emotional Intelligence
Expect to Win
Go Put Your Strengths to Work
How to Make People Like You in 60 Seconds or Less
Persuasion
Secrets of Closing a Sale
The Fine Art of Small Talk
The Greatest Salesman in the World
The Optimism Bias
The Sales Bible
Winning With People
You Need to be a Little Crazy

Daniel H Pink
Adrian Furnham and
Evgeniya Petrova
Michael Bosworth &
John Holland
Daniel Goleman
Carla Harris
Marcus Buckingham
Nicholas Boothman
Dave Lakhani
Zig Ziglar
Debra Fine
Og Mandino
Tali Sharot
Jeffrey Gitomer
John C Maxwell
Barry J Moltz







DON'T
QUIT

Excellence Has No Limit

1. Introduction Video

Welcome to the Vantage Training Program. This program is designed to give you tools and skills necessary to have a successful summer. As you have probably experienced in your life, when starting something new you always have a learning curve. How serious you take this training program will determine how quickly you get over your learning curve with sales and start having great success.

The training program includes opportunity for you to advance from a beginner level to expert level. The levels and requirements are as follows:

Vantage Certificate Level

V5 (beginner) - Get hired onto Vantage, fill out W9, email ID photo to idbadge@choosevantage.com, fill out the direct deposit, and complete the backend explanation certification

V4 (intermediate) - Read the manual front to back and pass the manual quiz with a 90% or higher

V3 (skilled) - Pass off all the pitch certifications and watch the online videos

V2 (experienced) - Receive all four training modules and record a video of your full pitch and submit it to v2@choosevantage.com

V1 (expert) - Sell two preseason accounts by yourself

In the back of the Vantage Training manual, you will find all the resources you will need in order to complete this training program. In order to become certified and move to the next level, you will need to rip out of the back of the training manual the certification that you would like to pass off. Have your sales manager sign off on the certification and turn it in at Vantage headquarters.

Your advancement will be tracked on myvantagetracker.com, which is our selling database. Your current certified level will be shown on your profile page once you have successfully logged in. Your level will be updated as you advance. Also, at the bottom left part of the website, you will find a tab labeled, "VTP" which contains all the training videos necessary for you to complete the VTP. The videos are label with the topic and the pages of the training manual that the videos are in correlation with. So make sure to have your training manual out so you can follow along and take notes.

Sales reps who have completed all the training and requirements of levels V2 and higher have had an average earning of over \$20,000 in the 4 months of their first summer selling. Also, first year reps that become certified as level V1 will receive a pair of personalized Nike knocking shoes! You will be able to customize your shoe color and design.

As your summer progresses, refer back to the training program and resources to help if you ever get in a rut or just need some refreshing. Remember, the training program is what you make it. Excellence has no limit!

2. Training Videos

Here is a complete list of all the training videos that will be available to you online. Once you have fully watched a video it will notify Vantage Corporate so that we can keep track of your progress in the VTP.

Below you will find the title of video as well as the pages it covers in the training manual.

What is pest control – 7 – 10

Bugs – 13 – 18



Bugs – 13 – 19

Sale Cycle - 21 - 23

Opener – 24 – 27

Create Need – 28 – 32

Meet the Need – 33 – 34

Close – 35 – 37

Resolve Concerns – 38 – 42

I don't have any bugs - 42

I do it myself - 43

I don't want a year contract – 43 – 44

I'm not interested - 44

I need to talk to my spouse - 45

I don't like chemicals – 45

It's too expensive - 45

I already have a service - 47

Sales Concepts/Communication – 55 – 68

Body Language/Meta Verbal/Verbal – 68 – 79

3. Additional Videos

Basic Full Pitch – Start to Finish

How to get Auto Pay every time

How Creating and Meeting the need works

Feel, Felt, Found

Tracker Usage – Knocking sheet, Profile, etc.

Filling out a contract/Entering info into the Ipad

Selling solid accounts

4. Exp Rep Videos

Jeremy Rosenvall

Nic Van Leewuen

Josh Campos

Sam Wilson

Grant Cummings

5. Sales Pitch Certifications Videos

How do Pitch Certifications work?

1. Opener, Create Need, Meet Need
2. Price and Close
3. Switchover
4. Apay
5. Resolving concerns – Overcome one of the 7 most common concerns

6. Module Explanation Video

Listed below are the four training modules and what they cover. You will need to receive these modules from your Sales Manager and/or your Regional manager. Consult with them in order to schedule a time to receive these.

1. What is Pest Control? – Scopes of service, product and bug knowledge
2. Sales Cycle – How it works. Opener, create need, meet need, price, and close
3. How to resolve concerns, work ethic, schedule
4. Body language, meta-verbal, and verbal



V5 (beginner)

V5 (beginner)

Turn in W9

Email ID photo to idbadge@choosevantage.com

Turn in direct deposit

Complete Backend Certification



Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type name (see your income tax return)

Business name/registered entity name, if different from above

Check appropriate box for federal tax status (check one):

Individual sole proprietor S Corporation Partnership Trust/estate

Limited liability company. Enter the tax classification (C-C corporation, S-S corporation, P-partnership) ▶ _____ Except payee

Other (see instructions) ▶ _____

Address (number, street, and apt. or suite no.) _____ Requester's name and address (optional) _____

City, state, and ZIP code _____

List account number(s) here (optional) _____

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number

			-			-				
--	--	--	---	--	--	---	--	--	--	--

Employer identification number

			-							
--	--	--	---	--	--	--	--	--	--	--

Note: If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Part II Certification

Under penalty of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
- I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must check one of 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here Signature of U.S. person ▶ _____ Date ▶ _____

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Obtain exemption from backup withholding if you are a U.S. except payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person (that is a partner in a partnership conducting a trade or business in the United States), provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.



Direct Deposit

Name on Bank Account: _____

I hereby authorize Vantage Marketing, herein after called COMPANY, to automatically deposit funds to my () Checking () Savings account (Select One) identified below and the FINANCIAL INSTITUTION named below to accept such deposits initiated by the COMPANY. In the event of an incorrect amount or entry, I authorize the COMPANY to reverse this transaction.

NAME OF FINANCIAL INSTITUTION _____

TRANSIT ROUTING/ ABA NUMBER _____

ACCOUNT NUMBER _____

This authorization is to remain in full force and effect until COMPANY has received written notification from me of its termination in such time and in such matter as to afford COMPANY and FINANCIAL INSTITUTION a reasonable opportunity to act on it.

Please allow up to 10 business days to "pre-note" your bank information. During this time your accounts information is frozen and we are not able to send direct deposit until your bank approves the pre-note.

DATE: _____ SIGNED: _____



Certification of Completion

Name of Rep: _____ Date: _____

Office: _____

Signature of Manager: _____



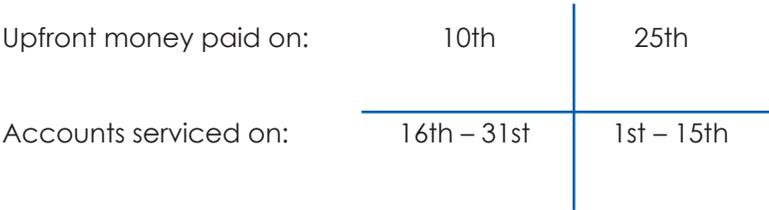


Vantage Backend Certification

Upfront Money = \$50 upfront per sale that is over \$50 on the initial service.

*If the sale is a switchover and the initial is not over \$50, you will not be paid upfront on that particular sale

Sales Representative will be advanced on personal sales after the customer receives and pays for the initial service. Pay periods are on the 10th and 25th of each month. Accounts serviced from the 1st to the 15th of the month will be paid for on the 25th of the month and accounts serviced from the 16th to the end of the month will be paid for on the 10th of the following month. The first paycheck of the summer will come on May 25th.



October 10th backend check = 70% Total Earnings - Upfront Money (Advanced Commission)

Total Earnings = Total net accounts x Commission % x Average Contract Value

February 10th backend check = Remaining amount owed (about 30%)

Example

A sales rep sold 150 net accounts. He was paid UPFRONT on 130 accounts. His commission rate is 27% and his average contract value was \$430. Fill in the blanks:

UPFRONT MONEY = _____

OCTOBER 10TH BACKEND = _____

FEBRUARY 10TH BACKEND = _____

Backend Certification

Certification of Completion

Name of Rep: _____ Date: _____

Office: _____

Signature of Manager: _____





V4 (intermediate)

V4 (intermediate)

Read the training manual front to back

Pass the training manual quiz (90% or better)



Vantage Marketing Training Manual Quiz

Describe the Pre-impression:

What are the 4 Space Zones? (Measurements or descriptions are better than the actual name)

Describe good posture and bad posture:

Describe 3 ways to use body language and hand motions effectively:

What are 4 different aspects to Meta-Verbal communication (Meta Verbal is how we use our voice)

If a customer has their arms folded, what does this generally mean?

What are 4 buying signs? 2 verbal, 2 non verbal

If the customer is in their home, and you're on the porch, what can you do?

Compare and contrast how you would sell a new home (< 5 years) vs an old home (> 10 years):

Compare and contrast how you would sell a Husband, vs a Wife if the other spouse isn't home:

Compare and contrast how you would sell a home with siding, vs a home with brick:

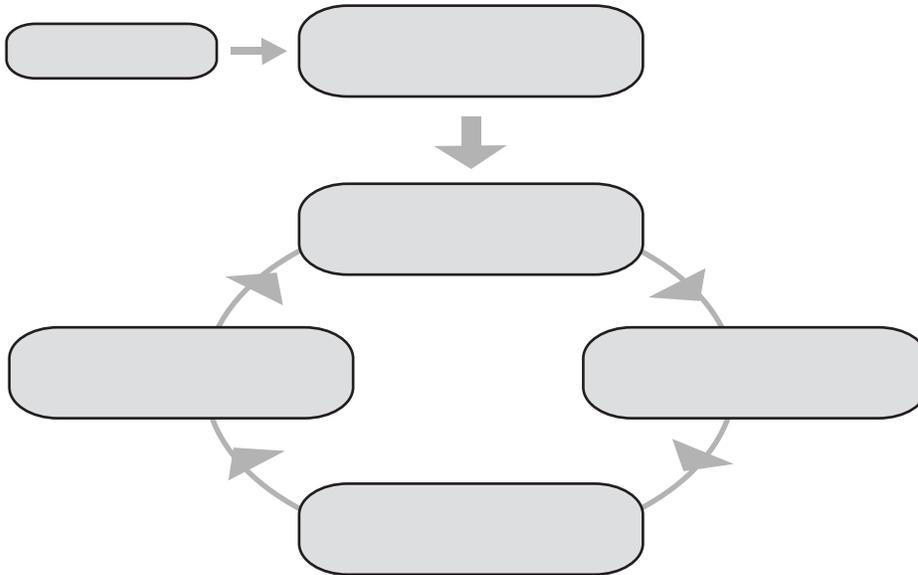
What is the B.O.L.T. system? What does it stand for? Why is it important?

How do you regain control of a conversation if the customer asks you a question?

List 3 keys to success from Chapter 4?

What is the 5 step transitional process?

Fill in the following Sales cycle Diagram



Give 2 examples of soft closes, and 2 examples of hard closes:

How many times must a customer give you a rejection before you should take it as an objection and not just a smoke screen?

How long should you wait before talking after a pause? Explain

What are two reasons a customer could ask a question?

What are 3 transitional phrases after a customer asks a question?

What are 5 main concerns customers will have?

What is micro-encapsulation?

Describe the four scopes of service:

Manual Quiz

Certification of Completion

Name of Rep: _____ Date: _____

Office: _____

Signature of Manager: _____



V3 (skilled)

V3 (skilled)

Pass off all pitch certifications:

Opener/create need/meet need

Price and close

Switchover

Autopay

I don't have bugs

I do it myself

I don't want a year contract

I need to talk to my spouse

I don't like chemicals

I am not interested

It's too expensive

Watch the online videos



Opener/Create Need/Meet Need Certification

Sales Rep - Hey how are ya?

Real quick, I'm _____ with Insight/ Terminix, treating a bunch of your neighbor's homes; you've probably seen my trucks out here (look away/point). It's just mainly for those ants that everyone has been seeing and obviously the spiders and wasps that are popping up (Nod your head). If you can get it done while I've got my trucks out here today and tomorrow, I can do it really cheap...

Customer – a) How much? b) Not interested c) I already use a company

Sales Rep a) That's a good question, how big is your house?

Customer – 3000sq ft.

Sales rep – Ok, the reason I ask is we come out once a quarter to treat the homes. We can't do it once or twice because it doesn't work.

(Pull out the laminate/slide of bugs)

Right now as the ants are hatching they are pushing up towards the home. What they'll do is they'll come in through the weep holes and follow the condensation of the pipes and nest in the wet walls. Over time, the pheromones and larvae can build up and cause damage if you're not careful. Once it builds up, they can push to the inside of the home.

The problem is, I've had a lot of the neighbors trying to do it themselves but it just isn't working.

(Sales Rep only gives 2 scopes of service)

“So to take care of this we actually come inside and treat your home on the first visit.”

–Do you have any kids or pets?

Customer- yes

Ok we actually use eco-friendly products, so you don't even have to leave the home when we treat inside. We will do a crack-and-crevice treatment on the inside of the home, then under your sinks where the pipes go in the wall, we put a dust under there and it will permeate in the wet wall to prevent bugs from coming in.

Then on the outside of the home, we do a 3 ft up, 3 ft out liquid barrier all the way around the outside of the home, which will keep the activity out.

Opener/Create Need/Meet the Need Certification

Certification of Completion

Name of Rep: _____ Date: _____

Office: _____

Signature of Manager: _____





Price and Close Certification

Sales Rep - Ok, so typically if you called me out of the phone book, the initial flush out runs around 250 DOLLARS for your size home, but since I'm going to have my guys out here, I can knock over 100 DOLLARS off, and get it taken care of for just 125, that's it. And the best part is, it stays the same per quarter. Now, any time between these visits if you see an uncomfortable amount of bugs, you can call us and we will come back for free. **(DO NOT STOP TALKING! Move to the soft close)**

And, quick question is your garage accessible?

Customer - Yes

Sales Rep - Okay, right around the garage door sensors is where we see those wolf spiders. It's just a dark moist area so they love to nest around there. So I will actually have my technician treat inside the garage as well and clean out all the webs.

Are you normally home in the mornings or afternoons?

Customer - Afternoons

Sales Rep - Ok so if we come out tomorrow between 11 and 1 would that work?

Price and Close Certification

Certification of Completion

Name of Rep: _____ Date: _____

Office: _____

Signature of Manager: _____





Switchover

1. Perfect. Who are you with, Orkin? Western? Or...?
2. Yeah I've actually had quite a few neighbors who USED to be with _____. Don't get me wrong, they're a great company. But we just do a couple of extra things the neighbors have really liked."
3. Now, _____ does both the inside and outside for you, correct?
4. Awesome. We do the same thing and we use eco-friendly products so it's safe for the kids and pets. Hopefully their stuff is safe too. And our stuff doesn't have an odor or stain anything.

We also do two extra things the neighbors have REALLY liked. The first is our granulation 5-10 feet out around the entire perimeter of your home. This helps with anything that will attack your vegetation and simply puts a larger barrier around the home, making it very unlikely you'll have problems INSIDE.

The second add-on we include is the de-webber. It's like a giant Q-tip we extend up to 30 feet on a big pole. We use this to knock down all the spider webs and/or wasp nests around your home, especially up high in the eaves where you can't normally reach. We also apply a product on the end of that brush, which erases their pheromones so they don't come back easily. So we do a 4 scope service where most companies only do 2.

5. Now are they coming out every quarter or every other month?
6. Okay and do you remember off the top of your head what they are charging you?
7. Normally we are VERY expensive... (while pulling out Price Laminate if you'd like)

If you called us out of the phone book it would normally be _____ just because we do twice as much, BUT if you can get it done tomorrow while my guys are already out here, the price will be knocked down to _____ and it will actually stay the same rate each quarter. So instead of _____ every single time, it's only _____ and you get that locked in discount for as long as you stay with us. That includes the 2 extra scopes.

The neighbors have just felt that since we do twice as much AND we can drop the price that low, it's a no-brainer.

8. So the only thing I need in order to do make this happen is some sort of documentation showing us that you were at least serviced by them at some point in the last six months. Do you have anything like an invoice or receipt or something?

Great! If you can grab that real quick we will be good to go!

Switchover Certification

Certification of Completion

Name of Rep: _____ Date: _____

Office: _____

Signature of Manager: _____





Auto Pay Certification

The last thing I need in order to hold your spot on the route is whichever form of payment you want to use.

We don't do regular check or cash, we do credit or debit, which one you would prefer?

Could you grab that real quick? (Look down at the Ipad/Binder)

*Once they hand you the card, be confident, small talk with the customer as you are entering in the info for the card.

Concerns

1. **Customer** – I want to pay with check...

Rep – Yeah we actually do ACH so we just need a voided check and we can get you set up. Do you mind grabbing that real quick?

2. **Customer** – I am not comfortable giving you my card...

Rep – Yeah I have had a few neighbors in the same boat, what they found is that the cards have an inherent security on them so they are backed 100%. If anything were to happen you get your money back and so do we. In fact we just enter it into the system now and then no one can even have access to it. So yea if you can grab whichever one you want, I can get this set up...

*If they persist in that they do not want to give you the card, you can have the customer call the info into the office or give the info to the technician when they show up to do the service. Make sure to put in the notes – "Tech collect Visa"

Auto Pay Certification

Certification of Completion

Name of Rep: _____ Date: _____

Office: _____

Signature of Manager: _____





I Don't Have Bugs

Concern

Customer – “I just don't have any bugs...”

Transitional Phrase/Overcome the Concern - Create Need

Sales Rep – “That's why I'm here, the neighbors actually haven't seen a lot either but the reason they are getting the service done is because with it being so *hot outside (**Replace this with whatever weather condition it currently is at**), what is happening is the bugs have moved inside the wet walls where we can't see them. What they do is actually follow the condensation of the pipes and nest in the wet walls as you can see here. (**Show them the slide of the wall void**) Over time it can build up and cause damage if you're not careful. Once it cools down (**if it is raining say when it dries up, or if its cold then say once it warms up**) they will start pushing to the inside or the outside of the home, that's why it's good to be proactive instead of reactive with it.

Meet Need

Sales Rep – “So what we will do to take care of this is...” (Move to Meet the Need in the sale cycle)

I don't have any bugs

Certification of Completion

Name of Rep: _____ Date: _____

Office: _____

Signature of Manager: _____





I Do It Myself

Concern

Customer – “I just do it myself...”

Transitional Phrase

Sales Rep – “That's why I'm here, I have actually had quite a few neighbors trying to do it themselves as well. What have you been using to treat with, Ortho Home Defense, Raid? (You can replace *have you been using the Ortho home defense and raid with *are you more of a Home Depot or Lowes guy?),

Customers – “Yes I've been using Ortho Home Defense”

Overcome the Concern - Create Need & Meet Need

Sales Rep – “Gotcha, a lot of the neighbors were trying to use the same thing, what they found is it's just a contact kill and it only targets the surface.

(You can use also use these facts ***gotcha, a lot of the neighbors were trying to use the same thing, what they found is it has a good active ingredient, which is Bifenthrin, but it's very diluted. It actually is only .05%. Guess what the other 99.95% is? Water)**

The difference is our products will allow the bugs to take it back to the nest and get rid of the source. Also, our products last three months longer than the over-the-counter products. Another reason why the neighbors decided to get the service is we come back for free between the visits if you still have activity. As opposed to the over the counter products, if you still have activity, will Home Depot come back out for free?

Customer – “No...”

Close

Sales Rep – “Now, the other question I had, is your garage accessible?” (Give a soft close after you overcame the concern)

I do it myself

Certification of Completion

Name of Rep: _____ Date: _____

Office: _____

Signature of Manager: _____





I Don't Want a Year Contract

Concern

Customer – “I don't really want a contract...”

Transitional Phrase/Overcome the Concern

Sales Rep – “I totally understand, the problem is we can't do it just once or twice because it doesn't work. We have to make sure to break up the feeding, breeding, nesting, and hatching cycle of the bug. Normally if you called another company out of the phonebook, they would do a two to three year agreement, but since I came to you, it's just a one-year trial. Hopefully we can earn your trust and business within that first year. After that, if you want to keep going the discount will continue.

Close

Sales Rep – “Now, quick question, is your garage accessible?” (Give a soft close after you overcame the concern)

I don't want a Year Contract

Certification of Completion

Name of Rep: _____ Date: _____

Office: _____

Signature of Manager: _____





I Need to Talk to my Spouse

Scenario 1

Customer – “I need to talk to my wife...”

Sales Rep – “Ok, is she the one who makes those types of decisions?” or “Ok, she takes care of stuff like this?”

Customer – “Well, no I just want to talk with her.”

Sales Rep – Gotcha, yeah I'm here to kill bugs not marriages. What a lot of the couples have liked in this neighborhood is...**(Move to Creating the Need in Sale Cycle)**

Scenario 2

Customer – “I need to talk to my wife...”

Sales Rep – “Ok, is she the one who makes those types of decisions?”

Customer – “Yes she is.”

Sales Rep – “No problem, do you mind grabbing her really quick, I just wanted to explain what we are doing?”

Customer – “Yep just one second...”

Sales Rep – (You will need to give the spouse the full pitch)

Scenario 3

Customer – “I need to talk to my wife...”

Sales Rep – “Ok, is she the one who makes those types of decisions?” or “Ok, she takes care of stuff like this?”

Customer – “Yes she is.”

Sales Rep – “No problem, do you mind grabbing her really quick, I just wanted to explain what we are doing?”

Customer – “She actually is not home”

Sales Rep – “I've had a couple other neighbors in the same boat, they just gave their spouse a call really quick since I can do it so dang cheap. So go ahead and give her a call and if she has any questions I'd be happy to talk with her.”

Customer – “Ok, give me one sec...”

Sales Rep – (You will need to pitch her over the phone)

Scenario 4

Customer – “I need to talk to my wife...”

Sales Rep – “Ok, is she the one who makes those types of decisions?” or “Ok, she takes care of stuff like this?”

Customer – “Yes she is.”

Sales Rep – “No problem, do you mind grabbing her really quick, I just wanted to explain what we are doing?”

Customer – “She actually is not home”

Sales Rep – “I’ve had a couple other neighbors in the same boat, they just gave their spouse a call really quick since I can do it so dang cheap. So go ahead and give her a call and if she has any questions I’d be happy to talk with her.”

Customer – “She is in a meeting so I can’t call.”

Sales Rep – “No problem, what time will she be home?”

Customer – “She will be back around 6pm.”

Sales Rep – “Ok, I will stop by then, and who should I ask for?”

Customer – “Her name is, Lindsay Lohan”

I Need to Talk to my Spouse

Certification of Completion

Name of Rep: _____ Date: _____

Office: _____

Signature of Manager: _____



I don't like Chemicals

Concern

Customer – “I am just worried about my kids and the chemicals...”

Transitional Phrase/Overcome the Concern

Sales Rep – “You’re going to be glad I stopped by then, the neighbors have really liked our products because they’re eco-friendly. You don’t even have to leave the home when we treat.

In fact have you heard of the chrysanthemum flower?”

Customer – “Yes...”

Sales Rep – “Our product is derived from that flower, so there is no staining or odor. It’s actually safe for kids, pets, and pregnant women and it is the same product we use in day cares and hospitals.

Create Need

Sales Rep - The reason the product works so well, is when the ants are hatching...(Move to Create the need in the sale cycle)

I don't like Chemicals

Certification of Completion

Name of Rep: _____ Date: _____

Office: _____

Signature of Manager: _____





I am not Interested

Concern

Customer – “I’m just not interested.”

Sales Rep – “Oh ok, are you worried about the products or...?”

Customers – “No, I just don’t really have a problem.”

Transitional Phrase and Create the Need

Sales Rep – “That’s actually why I’m here, because it’s not a matter of **if**, but **when** these bugs start showing up. Right now it’s hatching season and...” (**Go to creating the need in the sales cycle**)

I am not Interested

Certification of Completion

Name of Rep: _____ Date: _____

Office: _____

Signature of Manager: _____





It is too Expensive

Concern

Customer – “Yeah that just seems way expensive, I don't want to spend that much.”

Transitional Phrase/Overcome the Concern

Sales Rep – “That's actually why I am here. I've had a few neighbors in the same boat and one of the reasons they decided to go ahead and get it done is because I can do it so cheap right now while I'm in the neighborhood. It's just a one-year trial and I can set it up so you just pay as you go. The other good part is you won't see us for three months after the first visit, but if you do see any activity between the visits just give us a call and we will come back out for free.”

Create Need

“I also want to show you this really quick, see those spider webs up there?” (Go to creating the need in the sale cycle)

Meet Need

Sales Rep – “So what we will do to take care of this is...” (Move to Meet the Need in the sale cycle)

Close

Sales Rep - “Now is your garage accessible?” (Soft close then follow it up with the hard close)

It's too Expensive

Certification of Completion

Name of Rep: _____ Date: _____

Office: _____

Signature of Manager: _____





V2 (experienced)

V2 (experienced)

Receive all 4 training modules

Record a video of your full pitch and submit it to v2@choosevantage.com

V1 (expert)

V1 (expert)

Sell 2 preseason accounts by yourself



“ “Your

Future

is created by
what
you do

Today...



...NOT,
Tomorrow

- Robert Kiyosaki



VANTAGE

Training Manual
www.choosevantage.com
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