



PestPac
by WORKWAVE®

DRIVING MORE PEST CONTROL SALES: Everyone Sells

Given how important the sales process is for your pest control business's success, it stands to reason that sales should be an all-hands-on-deck affair. While some roles may not traditionally be associated with selling, the reality is that anyone on your team who engages with current or potential customers should be versed in selling your services.

When your whole team is up to the task of selling, you can look forward to drastically improved results. Start by focusing on how different departments interact with prospects and customers, determining the best ways to approach sales in different scenarios.



INSIDE SALES

Depending on the size of your operation, you may not have a dedicated salesperson or sales team. If you do have staff dedicated to selling your services, or if you're considering adding them to your team, they can help to create a strong sales foundation and inform your strategy for sales across the board.

Ongoing training and guidance are essential for any dedicated sales staff, particularly when the particulars of your business or services change. Experienced salespeople likely bring exceptional people skills to the table, but their training on the particulars of selling services — as opposed to selling a physical product — is likely up to you, particularly when it comes to the finer points of pest control. Even if they've worked in field service or pest control before, it's important that you make sure they stay current on the latest treatments and offerings.



DOOR-TO-DOOR

While the idea of door-to-door salespeople may feel like a blast from the past, the reality is that the in-person aspect of door-to-door sales can be extremely valuable. After all, customers are bombarded with digital ads day in and day out; a warm smile at their door can be a welcome change. Even if the prospect avoids scheduling service on the spot, your salesperson can answer their questions, provide them with a physical pamphlet, quote or other information, and put your company at the top of their mind for when they need your services.

When approaching door-to-door sales, be sure to plan and train your salespeople appropriately. As door-to-door sales is sometimes viewed as a nuisance by consumers, it's particularly important that your team not be overly pushy; if a customer is only aware of your business in a negative light, you'll be hard-pressed to ever move them along the sales funnel.

Also, factor in the expense of labor and travel when considering door-to-door sales. While this can be a cost-effective method of bringing in new leads in densely populated areas, rural areas with significant distance between homes may prove more costly than they're worth for dedicated door-to-door sales.



TECHNICIANS



While your pest control business may or may not have an inside sales or door-to-door sales team, you can't operate without technicians. If your techs aren't already selling, you're missing out on a great opportunity to expose new and existing customers to all of the value you have to offer.

From a customer perspective, your technicians are already the face of your business. Even if interaction between technicians and customers is minimal during service visits, your technicians are still there in person to answer questions, communicate the value of new or additional services, and provide information as needed; in many ways, your technicians can provide benefits similar to those gained with door-to-door marketing, all with the added bonus of acting as an expert consultant and being a welcome presence rather than an unexpected one.

Not every technician expects to handle sales in the field, so be sure to properly train them and provide the tools they need to succeed. We noted earlier that it's important to complement the people skills that inside sales brings to the table with industry knowledge; for technicians, focus on the inverse by training them to present information in a way that keeps customers comfortable. It's also beneficial to provide them with a mobile device — if they don't already have one they use for delivering service — equipped with the ability to provide estimates or proposals so they can be ready to close the deal professionally.



CUSTOMER SERVICE REPRESENTATIVES

Many business owners fail to train customer service representatives (CSRs) on how to sell, primarily because they don't see the opportunity at hand; many people think of CSRs as the people you call when there's a problem, and pitching to a disgruntled customer isn't typically a recipe for success. Customers reach out to CSRs for a variety of reasons, though, including many situations where the right suggestion might be the perfect solution.

For instance, if a customer calls in to add a service to their next appointment, a CSR might be perfectly positioned to field that request while simultaneously suggesting a bundle your business offers or upselling them to a comparable service you provide — assuming they have the sales and industry knowledge to do so effectively.

Similarly, a customer who calls with a question about billing may be happy to put a card on file so they don't need to pay manually in the future, setting the stage for more recurring revenue for your business. These instances emphasize the importance of keeping your CSRs trained on when and how to sell, along with your company's latest offerings and recommendations.



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