



**PestPac**  
by WORKWAVE®



# DRIVING MORE PEST CONTROL SALES:

## Focusing on the Funnel

The sales funnel is a popular method of visualizing and understanding each customer's journey, helping to define and understand the major stages a prospect goes through from the time they first hear of your business to when they become a recurring customer.

For your pest control business, mastering the sales funnel is a crucial step in recognizing how every interaction impacts customer sentiment — and plays into whether or not you make the sale. By ensuring your team is well acquainted with each stage of the funnel and how to nurture prospects along, everyone from dedicated sales representatives to technicians in the field can contribute toward growing your business.

**STAGE 1**

**STAGE 2**

**STAGE 3**

STAGE 1

# AWARENESS

Your relationship with a potential customer begins not when you first hear from them but when they first hear of you. That doesn't mean you should simply cross your fingers and hope to be noticed though.

Your marketing efforts are crucial in ensuring you enter a prospect's awareness as early in their journey as possible. Direct mail, door hangers and digital marketing all have great potential for getting your brand in front of new customers. This is especially true when you're able to target the right audience, such as sending postcards to new homeowners.

Awareness can also come from sources such as your business's vehicles or uniforms. If a homeowner has seen trucks wrapped with your logo or noticed the branding in your employees' uniforms, they're likely to choose you when it's time to seek out pest control services for their home.



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STAGE 2

# CONSIDERATION



This stage of the customer's journey kicks off when they begin weighing their options to choose a pest control business for their needs. At this point, the customer is already aware of your business in one way or another; your goal is to show them why they should choose your business.

If you're selling to a customer directly, either in person or remotely, you can talk with them directly to highlight your business's strengths and address any questions or concerns they have. But what about when the customer goes through this stage on their own? That's where your online presence comes into play in a big way.

When building your website, be sure to think of it from a potential customer's point of view. Ensuring your online presence — including your website and social media channels — shines an attractive light on your business. In addition to the things that make your business stand out, be sure to emphasize customer reviews; a 2023 study showed that online reviews are second only to search engines when it comes to customers learning about a product or service.



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Additionally, make sure your business's contact information is always up to date and make communication easy for prospects by supporting as many communication channels as possible. In addition to streamlining the process when prospects decide to reach out to ask a question, request a quote or schedule their first service, supporting additional methods of communication showcases your customer-first mentality and lets prospects see the flexibility you offer. For a potential new customer who's on the fence, seeing that your business supports their preferred method of communication or accepts their preferred payment method can tip the scales.

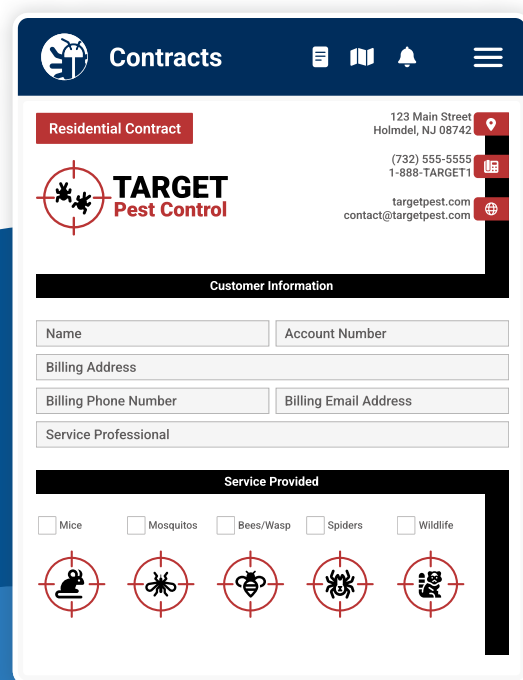
STAGE 3

# ACQUISITION



Signing a new customer for your services is always exciting, but it doesn't mark the completion of the customer journey, so it's important to always put your best foot forward. The customer is always observing and forming an opinion on your business.

Whether you're selling services remotely or face to face, always make the extra effort to embody the professionalism and courtesy that your customers want to see. Ensuring your technicians and salespeople are able to provide professional-looking estimates and contracts complete with your business branding builds their confidence that they've made the right decision by choosing your pest control business.



STAGE 4

# ENGAGEMENT

You won't find this step listed in every version of the sales funnel, but that doesn't make it any less crucial. Skipping straight from "acquisition" to "loyalty" suggests that loyalty is the next natural step of the journey; if you've been in the business for a while, you already know that customer loyalty isn't a given if you're not putting in the effort.

Engagement refers to all of the interactions you share with the customer after they're acquired. This includes not just the service visit itself but all of your other interactions, as well. Customer communication is central here and includes conversations the customer initiates, as well as the communication from your business; think appointment confirmations, on-the-way notifications, proof of service, review requests, billing and payments, and even upsells when the time comes.

Just as supporting multiple communication channels makes it easier for customers to reach out when they want to book your services, it also enables stronger relationship-building with customers once they've signed on. By allowing customers to communicate with you in the ways they prefer — be it phone, email, text, webchat or online portal — you make them more comfortable while simultaneously making your company easier to do business with.



STAGE 5

# LOYALTY



While not every prospect is destined to become a loyal customer, those that do represent a significant revenue stream for your business. This is due not only to the recurring revenue associated with repeat services like routine and seasonal services but also because existing customers are more likely to purchase new services or upsells.

From the first time your business enters a prospect's awareness and they enter the funnel to the time they become a customer and you continue to build their loyalty with stellar service and communication, selling is a central and crucial element of growing your pest control business.



**A 2021 study found that existing customers are 31% more likely to spend more per appointment and 50% more likely to try a new product or service when compared to new customers.**

In addition to the financial benefits of fostering customer loyalty, loyal customers are also more likely to leave positive reviews of your business online or to recommend you to their acquaintances through word of mouth. These factors make it particularly important that you remember customer loyalty isn't guaranteed; the sales process is an ongoing one in which you continue to earn customer loyalty during every interaction.

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