



PestPac
by WORKWAVE®

DRIVING MORE PEST CONTROL SALES: Techniques to Prepare and Close the Sale

A well-defined sales strategy is crucial for growing your pest control business, as a strategic approach helps in identifying and targeting the right market segments. Understanding the specific needs and pain points of your customers allows you to tailor the way you present your services, emphasizing the benefits and value so your company is more appealing to potential customers.

A structured sales strategy enhances not only customer acquisition but also retention. By balancing lead generation, follow-ups and customer relationship management (CRM), your pest control business can establish credibility and earn customers' trust. This not only contributes to a higher conversion rate but also leads to customer loyalty, positive reviews and more word-of-mouth referrals – all of which equate to more, and often higher value, sales in the future.

Just as important as your overall sales approach is your technique during each individual customer interaction. Knowing not only how to sell but when and when not to can significantly affect your success with both new and existing customers.

SO WHERE DO YOU START? ▾



ASKING THE RIGHT QUESTIONS

When you interact with a customer and have sales on the brain, it can be tempting to dive straight into sales pitches and value propositions. On the customer's end, though, this can often come across as overly aggressive and for lack of a better word, too salesy.

Instead, approach these interactions from a place of consultative selling. Just like a consultant, engage the customer with the intention of better understanding their difficulties, pain points and goals. Rather than a pitch, view the interaction as what it is: a conversation. By responding to their concerns with thoughtful, relevant questions, you can gain a deeper understanding of their issues in order to not only recommend the right services but also present those services in a way that's more impactful for that individual customer.



WHAT SHOULD YOU ASK?

GOOD QUESTION!

How does that pest problem impact your day-to-day?

- ▶ Naturally highlight the pain point being created by pests

How long has that been a problem?

- ▶ Prospects don't always realize how long they've been ignoring a problem (which you can fix!)

What fixes have you tried?

- ▶ Opens the door to make suggestions, offer insight or even soft pitch your services

Have you considered the secondary issues that are likely to arise?

- ▶ Showcase the value of dealing with the problem before it grows into a home repair issue, a health hazard, etc.

OVERCOMING OBJECTIONS

Not every interaction is going to yield a sale; in fact, studies show that the likelihood of selling to a new customer is generally between 5-20%.¹ Of course, that shouldn't stop you from selling! Instead, take extra care to ensure you're ready for common objections, such as:

¹www.semrush.com/blog/customer-retention-stats/



That's too expensive; your prices are too high; I can't afford that.

In most cases, the price itself isn't the actual problem; it's that the customer doesn't recognize the value of the service being provided. This can be an opportunity to highlight what makes your service valuable or worthwhile or to walk them through the benefits of dealing with a problem sooner rather than later. Addressing a termite infestation might be costly, for instance, but nowhere near the price of restoration down the road if the problem isn't dealt with. Similarly, customers may not want to pay to deal with wasps living under the eaves, but they may change their tune once you explain that those wasps will move into the attic if they're still there when winter comes.

All pest control businesses are the same.

Customers may think so, but your team knows better — if they're aligned on your mission, that is. Before rattling off all of the things that make your business stand out, though, practice your consultative selling and ask them what they mean. With a more specific reply from the customer, you'll be better prepared to provide them with a response that resonates with them. Plus, this response shows them that you're always willing to engage in a productive discussion and work with them.

I'll get back to you; I need more information; you'll have to talk to my spouse who isn't home.

This sort of objection can take around 1,000 different forms, but they all have one thing in common: the customer is trying to shrug you off for now. Above all else, remember that it isn't personal and pushing harder isn't likely to get you the sale you're hoping for. Instead, remain professional and let them know you'd be happy to send more information — then inquire as to what sort of info they'd like. If nothing else, you can gain more insight into their problems and fine-tune your approach for a follow-up. If all goes well, you can ask them when a good time would be to schedule a call or visit to review the information with them and answer any questions.

Common objections like these are among the most important things you can practice with your team using roleplay. It's both common and understandable to be flustered when a prospect or customer objects, but practice allows your team to navigate objections gracefully and keep the sales process in motion.

CONVEYING A CLEAR, COMPELLING MESSAGE

Whether you're pitching to a brand-new prospect or engaging with an existing customer, your message should always be clear and concise. This makes it easier for customers to see the value of your services and to understand how they stand to benefit from hiring you or adding an additional service to their next visit.

For pest control professionals, it can be all too easy to drill into the technical details of a problem pest or to sprinkle in industry-specific jargon. While this might be ideal for communicating with your fellow employees – or if your customer happens to have experience in the industry – the average customer isn't likely to take away that same value. Instead, focus on expressing your message in a straightforward manner. This can also aid in establishing trust; everyone appreciates a straight shooter.

Messaging is usually front and center when pitching a sale, but it's important to keep the clarity of your message in mind in all of your communication with prospects and customers. Whether it's the content on your website, a marketing email, an announcement via online portal or even a quick text, always aim to keep your message clear and consistent across channels.

In addition to direct communication, don't underestimate the importance of consistent branding. Prospects and customers take note of logos and imagery you use for things like uniforms, truck wraps and marketing materials, and a clean, consistent approach promotes easy recognition and gives a more professional impression.



IMPLEMENT A FUNNEL PROCESS

As you can't always anticipate the flow of a customer interaction, the techniques highlighted here aren't intended to be used chronologically. Instead, think of them as tools on your tool belt to pick up or set down as the job demands — training should be ongoing, questions should be asked throughout the interaction, objections should be addressed as they arise, and so forth.

The sales funnel, on the other hand, provides a more linear approach for viewing the sales process. A sales funnel, as outlined earlier, enables you to visualize the customer journey to see not only where prospects or customers are in the funnel but also where they should go next. This informs your sales and marketing strategies so that you can focus your efforts on converting more prospects into customers and more customers into advocates.

Tailoring your marketing efforts and sales pitches for each stage of the funnel ensures that the right information reaches the right customers at the right time. For instance, the marketing emails you send to prospects should be created for that particular audience, providing them with information intended to help them shift from awareness to consideration. If sent to an existing customer, that same email would be redundant at best or, worse, alienating.



FOLLOW A FUNNEL PROCESS TO ENSURE LEADS CLOSE

ONE-CALL CLOSE FUNNEL

- ✓ Qualify Lead
- ✓ Estimate
- ✓ Proposal
- ✓ Signature
- ✓ Payment
- ✓ Scheduled

NURTURE FUNNEL

- ✓ Qualify Lead
- ✓ Estimate
- ✓ Proposal
- ✓ **Follow-up #1**
- ✓ **Follow-up #2**
- ✓ **Follow-up #3**
- ✓ Signature
- ✓ Payment
- ✓ Scheduled

QUOTABLES FUNNEL

- ✓ **Initial Conversation**
- ✓ **Scheduled Visit**
- ✓ **Proposal**
- ✓ Follow-up #1
- ✓ Follow-up #2
- ✓ Follow-up #3
- ✓ **Negotiation**
- ✓ Signature
- ✓ Payment
- ✓ **Customer**

CLOSING STRATEGIES

Closing can seem intimidating, but it certainly doesn't have to be. Familiarizing your team with various closing strategies and practicing them can result in a significant uptick in completed sales. The possibilities are virtually limitless, so starting with some tried and true approaches is best, such as:



The Assumptive Close

In this strategy, the employee guides the conversation as if the customer has already agreed to the service — think along the lines of the classic, “How many can I put you down for?” In pest control, a more organic phrase might be along the lines of, “Great, I’ll get you added to our service calendar. Do you want to put a card on file for easier payment?” This strategy is a bold one, but can pay off if you’re not overly pushy. Just be sure not to jump the gun and make assumptions too early in the exchange.

The Trial Close

At various points in the interaction, look for feedback from the customer with questions like, “How does that approach sound,” or “Do you want me to get that on the schedule before it books up?” This can be very organic when paired with consultative selling, as questions and answers are already the norm. It also provides an easier transition back into the discussion than the assumptive close does if the customer isn’t quite there yet.

The Ben Franklin Close

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The Alternative Close

By simply providing a customer with different options to choose from, you can put their inhibitions at ease and help them make the decision to hire your business. Choosing between a single service and a pre-paired bundle, for instance, is often easier for customers than having to select the services from the ground up.



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Whether you're a sole proprietor selling on your own or you're running a larger pest control operation with a dedicated sales team, the way you interact with customers at every stage of their journey impacts how they view your company and whether or not they choose to hire your services. To grow your business and sign more customers, you'll have to keep your mission in mind, highlight what sets you apart, train your team so they're up to the task and, of course, have the right tools for managing your prospects and customers.

To learn more about growing your customer base and how the right marketing, communication, and CRM tools can take YOU TO THE NEXT LEVEL,

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