



5 KEY STRATEGIES TO CONVERT LEADS TO CASH

Bringing in new customers to increase revenue is a top priority for pest control operators, and that process relies on capturing leads effectively to win new sales before they slip away. Moving new leads through the sales process efficiently is crucial to capitalizing on new opportunities.

If your goal is to set up your pest control business for growth and success, concentrate your efforts on these proven strategies that focus on improving the core of your sales process.



Capture Every Lead with an Integrated Solution

Integrated sales and marketing services and software can help **increase sales by up to 29% and sales productivity by up to 34%.**¹

01

02

Structure Your Process for Speed

You have 5 minutes to contact leads; **78% of purchases go to the first business to respond.**²

Personalize the Experience

84% of consumers state that being treated like a person rather than a number is "very important" to winning their business.³

03

04

Monitor Your Sales Funnel

80% of sales require five follow-up calls, and 42% of people would be encouraged to make a purchase if the sales rep called back at an agreed-upon, specified time.⁴

Provide a Great Customer Experience

86% of consumers will pay more for a service if the customer experience is better.⁵

Increasing customer retention by just **5%** can **increase profits by 25-95%.**⁶

05

Maximize Your Cash Flow

Having card data stored securely is more convenient for your customers and allows you to get paid more quickly.

35% of consumers set up automated recurring payments.⁷



[CLICK HERE TO](#)

EXPLORE WORKWAVE MARKETING SALES CENTER TODAY

and learn how to transform the way your pest control business converts leads to secure new customers, win new opportunities, and bring more revenue into your business.

