



**A PEST CONTROL SELLING
SYSTEM THAT PREDICTABLY
DRIVES SALES RESULTS**



ARE YOU A **PEST CONTROL** COMPANY PRESIDENT OR CEO FRUSTRATED WITH THE FACT YOUR SALES TEAM IS NOT ACHIEVING THEIR FULL POTENTIAL?

If you're determined to scale, it's time to put essential sales & sales management systems and processes in place.

A defined sales process drives results for any sales organization that consistently executes. It's simply a science, and you just need the right formula. Without a defined sales process, every seller is forced to "wing it". They spend too much time spouting features while relying on their personality to close sales.

A robust sales process empowers your sellers and technicians to leverage your service value – not price. The defined process gives them the direction and confidence they need to up-sell your premium programs and cross-sell additional applications and services.

Cashin Sales will guide you as you implement a proven Pest Control sales system into your organization that will strengthen your team's ability to not only meet but exceed revenue goals.

Cashin Sales Entrepreneurial Selling System (ESS) will build a culture of performance that creates a gap between you and your closest competitor that will be virtually impossible for them to close.

ENTREPRENEURIAL SELLING SYSTEM (ESS)

ESS for Pest Control has been designed specifically for small to medium sized Pest Control companies who want to leverage their sales organization as a competitive advantage.

This 6-month program introduces the strategies and tactics that are the foundation of successfully selling Pest Control applications and programs and provides your sales professionals with the skills needed to stand out from the competition and become top-performing sellers.

OUR APPROACH INCLUDES

CUSTOMIZATION

We build scenarios to realistically address the following Pest Control sales opportunities:

- How to capture the attention of commercial prospects and secure sales opportunities.
- Caller whose neighbor, friend or family member recommended your company.
- Caller who found you via a google search and is shopping around.
- Cancel win back inbound & outbound follow up calls.
- Unsold lead inbound & outbound follow up calls.
- Follow up on open un-sold estimates.
- Dealing with all common objections.

TOOLS

We provide easy-to-use tools and illustrations, so Pest Control sales concepts transfer to on-the-job performance.

ACTION LEARNING

Role-play exercises and custom case studies allow your team to practice new skills based on scenarios relevant to your company, the Pest Control industry and the principles of the one call close.

COMPREHENSIVE LEARNING SYSTEM

To ensure that learning continues in the wake of COVID-19 participants are immersed in live online training formats by virtual instructor-led training and eLearning exercises.

EXECUTION PLEDGE

Ensure results with our 3-month execution oversight. This is a focus on ensuring that your Pest Control sales team is held accountable, that change happens, and training generates maximum ROI.



THE ENTREPRENEURIAL SELLING SYSTEM (ESS)

ESS is a 6-month commitment that is customized and created side by side with you and your sales team. We build structure, implement processes and then train and coach the reps to ensure the best results. The ESS program is divided into 6 program modules.

SALES INSIGHT: If you desire to grow your organization and you only have a couple of reps, the ESS program can be scaled to meet your current situation and your growth vision.

THE 6 PEST CONTROL ESS PROGRAM MODULES:

- #1 Sales & Sales Management Audit & Evaluation
- #2 Formalized Sales & Sales Management Process Creation
- #3 Recruiting Process Reviewed & Enhanced
- #4-6 Implementation of all Processes – Sales & Sales Management Training & Coaching

TYPICAL ESS DELIVERY TIMEFRAME

MONTH 1 – SALES & SALES MANAGEMENT AUDIT & EVALUATION

In order to move forward, we must first objectively assess where we are.

In this module, we will review and evaluate the structure, systems, style, staff, skills, strategy, and shared values of your Pest Control sales organization and advise sales management on how to hire, evaluate, and coach salespeople; how to develop effective sales strategies; how to design and implement appropriate departmental structures and systems; how to teach selling skills; and how to develop effective sales management approaches.

This deep dive into your sales organization will allow us to determine how overall sales performance can be improved and provide you with the steps necessary to do so.

We will provide:

- Salesperson & Technician Selling Skills & Mindset Evaluation
- Sales Management Leadership Competencies & Mindset Evaluation
- Audit & Evaluate Existing Sales Process
- Audit & Evaluate Existing Sales Management Process
- Review all Results with the Leadership Team

SALES INSIGHT: If your company is a small growing company, and you don't have a full time sales manager, someone must own the sales management process even if your team consists of one or two inside reps.





MONTH 2 – FORMALIZED SALES & SALES MANAGEMENT PROCESS CREATION

In this second module, we will go through the steps necessary to create a formalized sales & sales management process: from analyzing the processes you currently have in place to building a playbook that clarifies roles, responsibilities and processes proven to move the needle on sales revenue.

As with all modules, Cashin Sales will compile detailed, written findings and recommendations and identify the steps necessary to move forward.

We will provide:

- Begin making necessary enhancements to all processes and add the processes that are missing.
- Begin playbook creation.
- Using audit and evaluation results clarify & define the expectations of all sales & sales management roles.
- Ensure everyone is in the right role.
- Reorganize team members as needed based on evaluation findings.
- Begin sales & sales management training creation.
- Monthly executive review meeting is held.

MONTH 3 – CURRENT RECRUITING PROCESS IS EVALUATED & ENHANCED, OR CREATED

Without an effective recruiting process, you're going to churn through rep after rep.

In this module, we will evaluate your hiring goals, help you refine your job descriptions, and implement the use of candidate assessments to prequalify candidates and identify true sales talent.

Never again will you be "duped" in an interview by a weak candidate with a good sales pitch.

- Sales candidate recruiting process is evaluated, hiring goals are determined:
 - Job descriptions
 - Process to post jobs
 - Use of candidate assessments
 - Interview process
 - Selection criteria
- Sales & sales management process development continues.
- Monthly executive review meeting is held.



MONTH 4-6 – PROCESS IMPLEMENTATION & TRAINING

It's one thing to design and complete a written sales process. It's another to successfully implement it.

Driving revenue requires you to effectively do both.

In this module, we will assist you in the implementation of your newly designed sales & sales management process and guide you through the challenges that occur from this new process. In addition, sales & sales management training will begin.

We will develop purposeful plans for helping your sales manager/s become highly effective in leading their teams: from developing the "how to" of sales training to the "how to" of coaching sales teams.

In addition, we will train your sellers on the formula to effectively engage with callers and commercial prospects, follow up on unsold estimates, upsell premium programs and set the right expectations to reduce cancels.

ELEMENTS OF SALES TRAINING INCLUDE

- Ask the 5 key qualifying questions to uncover a potential customer's level of interest and commitment to investing in professional Pest Control services.
- Understand the 4 personality styles and how the seller can adjust their approach to align with the customer's vision and needs.
- How to uncover the customer's "compelling reason" to buy. It's never *"I don't want any pests in my home or business"*. The compelling reason is "why" they want their environment free of pests.
- Avoid taking a "transactional" approach and instead build value and take a proactive approach to eliminating the price objection.
- Learn how to leverage your company's strengths, certifications and existing customers to establish credibility & trust.
- How to handle objections such as: *"I need to think it over."* *"I need to discuss it with my husband."* *"I need to get a couple more estimates"*.
- How to present your Pest Control solution while avoiding doing a feature dump and getting overly "technical".
- Understand how to test close along the way to uncover objections and handle them before they become a deal breaker.
- How to follow up on unsold estimates and cancels.
- Understand the importance of using CRM.

ELEMENTS OF SALES MANAGEMENT TRAINING INCLUDE

- Recruit, interview & hire. Develop the skills to identify and attract strong sales talent.
- Develop and follow a supportive, organized and focused new-hire onboarding process.
- Establish the right expectations.
- Implement a milestone sales process, train and hold sellers accountable.
- Create weekly one on one performance review and coaching agenda.
- Train & coach daily.
- Understand the 3 types of "sales meetings" and how they differ.
- Adjust processes as needed to achieve the desired results.
- Measure & report on key selling activities and results.
- Continue to support, motivate and hold the team accountable for the desired results.

After your engagement with ESS your company will have the structure, processes, and tools it needs to grow revenue and have a top performing sales team.

Your sales team will stand out from the competition with professionalism, process, and knowledge that will bring your organization an undeniable competitive advantage.

THE CASHIN SALES ESS PROGRAM INCLUDES:

- A Sales Playbook
- Gap Analysis
- Sales Department Audit
- Sales Rep Analysis and Assessments
- KPI's
- Coaching
- Call Scripts
- Selling Tools
- Prospecting to Close Sales Processes
- Sales Conversation Tracks
- Needs, Solutions, & Value Cheat Sheets
- Objections & Response Strategies/Tactics
- And so much more.



THE ESS PROGRAM WILL EMPOWER YOUR TEAM TO:

- Establish rapport with each caller and commercial decision maker and learn to become comfortable and confident in engaging in a "conversation" with the customer versus launching into a product pitch and missing the opportunity to differentiate themselves from the competition.
- Understand and execute the key elements in the "one call close".
- Ask the key qualifying questions in the front end of a sales call to effectively qualify a caller or prospect's commitment to invest in Pest Control services.
- How to uncover a potential customer's "compelling reason to buy", and by the way, it's deeper than; *"I don't want any pests in my home or business"*. It's a motivation that is powerful enough for them to say yes and hand over their credit card on the spot.
- How to uncover a potential customer's personality style so the salesperson can adjust their presentation to align with the contact's preferred style of communication.
- Ask test closing questions to uncover and handle objections before they become a deal breaker.
- How to sell value and keep the prospect's focus on their compelling reason to buy versus the price.
- How to handle the "price shopper," the *"I need to discuss it with my wife or husband,"* and *"I'm waiting for a couple more estimates"* objections.
- How to avoid presenting too much technical information and losing the potential customer's attention with too many buzz words and technobabble.



START DRIVING RESULTS WITH CASHIN SALES ENTREPRENEURIAL SELLING SYSTEM (ESS)

Contact us today to learn more about
how we can customize and create a
program that fits your individual needs.

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 **Cashin Sales** LLC
THE SALES PROCESS EXPERTS