

# Opener/Create Need/Meet Need Certification

**Sales Rep** - Hey how are ya?

Real quick, I'm \_\_\_\_\_ with Insight/ Terminix, treating a bunch of your neighbor's homes; you've probably seen my trucks out here (look away/point). It's just mainly for those ants that everyone has been seeing and obviously the spiders and wasps that are popping up (Nod your head). If you can get it done while I've got my trucks out here today and tomorrow, I can do it really cheap...

**Customer** – a) How much? b) Not interested c) I already use a company

**Sales Rep** a) That's a good question, how big is your house?

**Customer** – 3000sq ft.

**Sales rep** – Ok, the reason I ask is we come out once a quarter to treat the homes. We can't do it once or twice because it doesn't work.

(Pull out the laminate/slide of bugs)

Right now as the ants are hatching they are pushing up towards the home. What they'll do is they'll come in through the weep holes and follow the condensation of the pipes and nest in the wet walls. Over time, the pheromones and larvae can build up and cause damage if you're not careful. Once it builds up, they can push to the inside of the home.

The problem is, I've had a lot of the neighbors trying to do it themselves but it just isn't working.

(**Sales Rep** only gives 2 scopes of service)

"So to take care of this we actually come inside and treat your home on the first visit."

–Do you have any kids or pets?

**Customer**- yes

Ok we actually use eco-friendly products, so you don't even have to leave the home when we treat inside. We will do a crack-and-crevice treatment on the inside of the home, then under your sinks where the pipes go in the wall, we put a dust under there and it will permeate in the wet wall to prevent bugs from coming in.

Then on the outside of the home, we do a 3 ft up, 3 ft out liquid barrier all the way around the outside of the home, which will keep the activity out.

## Opener/Create Need/Meet the Need Certification

Certification of Completion

Name of Rep: \_\_\_\_\_ Date: \_\_\_\_\_

Office: \_\_\_\_\_

Signature of Manager: \_\_\_\_\_



## Price and Close Certification

**Sales Rep** - Ok, so typically if you called me out of the phone book, the initial flush out runs around 250 DOLLARS for your size home, but since I'm going to have my guys out here, I can knock over 100 DOLLARS off, and get it taken care of for just 125, that's it. And the best part is, it stays the same per quarter. Now, any time between these visits if you see an uncomfortable amount of bugs, you can call us and we will come back for free. **(DO NOT STOP TALKING! Move to the soft close)**

And, quick question is your garage accessible?

**Customer** - Yes

**Sales Rep** - Okay, right around the garage door sensors is where we see those wolf spiders. It's just a dark moist area so they love to nest around there. So I will actually have my technician treat inside the garage as well and clean out all the webs.

Are you normally home in the mornings or afternoons?

**Customer** - Afternoons

**Sales Rep** - Ok so if we come out tomorrow between 11 and 1 would that work?

### Price and Close Certification

Certification of Completion

Name of Rep: \_\_\_\_\_ Date: \_\_\_\_\_

Office: \_\_\_\_\_

Signature of Manager: \_\_\_\_\_



# Switchover

1. Perfect. Who are you with, Orkin? Western? Or...?
2. Yeah I've actually had quite a few neighbors who USED to be with \_\_\_\_\_. Don't get me wrong, they're a great company. But we just do a couple of extra things the neighbors have really liked."
3. Now, \_\_\_\_\_ does both the inside and outside for you, correct?
4. Awesome. We do the same thing and we use eco-friendly products so it's safe for the kids and pets. Hopefully their stuff is safe too. And our stuff doesn't have an odor or stain anything.

We also do two extra things the neighbors have REALLY liked. The first is our granulation 5-10 feet out around the entire perimeter of your home. This helps with anything that will attack your vegetation and simply puts a larger barrier around the home, making it very unlikely you'll have problems INSIDE.

The second add-on we include is the de-webber. It's like a giant Q-tip we extend up to 30 feet on a big pole. We use this to knock down all the spider webs and/or wasp nests around your home, especially up high in the eaves where you can't normally reach. We also apply a product on the end of that brush, which erases their pheromones so they don't come back easily. So we do a 4 scope service where most companies only do 2.

5. Now are they coming out every quarter or every other month?
6. Okay and do you remember off the top of your head what they are charging you?
7. Normally we are VERY expensive... (while pulling out Price Laminate if you'd like)

If you called us out of the phone book it would normally be \_\_\_\_\_ just because we do twice as much, BUT if you can get it done tomorrow while my guys are already out here, the price will be knocked down to \_\_\_\_\_ and it will actually stay the same rate each quarter. So instead of \_\_\_\_\_ every single time, it's only \_\_\_\_\_ and you get that locked in discount for as long as you stay with us. That includes the 2 extra scopes.

The neighbors have just felt that since we do twice as much AND we can drop the price that low, it's a no-brainer.

8. So the only thing I need in order to do make this happen is some sort of documentation showing us that you were at least serviced by them at some point in the last six months. Do you have anything like an invoice or receipt or something?

Great! If you can grab that real quick we will be good to go!

## Switchover Certification

Certification of Completion

Name of Rep: \_\_\_\_\_ Date: \_\_\_\_\_

Office: \_\_\_\_\_

Signature of Manager: \_\_\_\_\_



# Auto Pay Certification

The last thing I need in order to hold your spot on the route is whichever form of payment you want to use.

We don't do regular check or cash, we do credit or debit, which one you would prefer?

Could you grab that real quick? (Look down at the Ipad/Binder)

\*Once they hand you the card, be confident, small talk with the customer as you are entering in the info for the card.

## Concerns

1. **Customer** – I want to pay with check...

**Rep** – Yeah we actually do ACH so we just need a voided check and we can get you set up. Do you mind grabbing that real quick?

2. **Customer** – I am not comfortable giving you my card...

**Rep** – Yeah I have had a few neighbors in the same boat, what they found is that the cards have an inherent security on them so they are backed 100%. If anything were to happen you get your money back and so do we. In fact we just enter it into the system now and then no one can even have access to it. So yea if you can grab whichever one you want, I can get this set up...

\*If they persist in that they do not want to give you the card, you can have the customer call the info into the office or give the info to the technician when they show up to do the service. Make sure to put in the notes – "Tech collect Visa"

## Auto Pay Certification

Certification of Completion

Name of Rep: \_\_\_\_\_ Date: \_\_\_\_\_

Office: \_\_\_\_\_

Signature of Manager: \_\_\_\_\_



# I Don't Have Bugs

## **Concern**

**Customer** – “I just don't have any bugs...”

## **Transitional Phrase/Overcome the Concern - Create Need**

**Sales Rep** – “That's why I'm here, the neighbors actually haven't seen a lot either but the reason they are getting the service done is because with it being so \*hot outside (**Replace this with whatever weather condition it currently is at**), what is happening is the bugs have moved inside the wet walls where we can't see them. What they do is actually follow the condensation of the pipes and nest in the wet walls as you can see here. (**Show them the slide of the wall void**) Over time it can build up and cause damage if you're not careful. Once it cools down (**if it is raining say when it dries up, or if its cold then say once it warms up**) they will start pushing to the inside or the outside of the home, that's why it's good to be proactive instead of reactive with it.

## **Meet Need**

**Sales Rep** – “So what we will do to take care of this is...” (Move to Meet the Need in the sale cycle)

I don't have any bugs

Certification of Completion

Name of Rep: \_\_\_\_\_ Date: \_\_\_\_\_

Office: \_\_\_\_\_

Signature of Manager: \_\_\_\_\_



# I Do It Myself

## Concern

**Customer** – “I just do it myself...”

## Transitional Phrase

**Sales Rep** – “That's why I'm here, I have actually had quite a few neighbors trying to do it themselves as well. What have you been using to treat with, Ortho Home Defense, Raid? (You can replace \*have you been using the Ortho home defense and raid with \*are you more of a Home Depot or Lowes guy?),

**Customers** – “Yes I've been using Ortho Home Defense”

## Overcome the Concern - Create Need & Meet Need

**Sales Rep** – “Gotcha, a lot of the neighbors were trying to use the same thing, what they found is it's just a contact kill and it only targets the surface.

(You can use also use these facts **\*gotcha, a lot of the neighbors were trying to use the same thing, what they found is it has a good active ingredient, which is Bifenthrin, but it's very diluted. It actually is only .05%. Guess what the other 99.95% is? Water)**

The difference is our products will allow the bugs to take it back to the nest and get rid of the source. Also, our products last three months longer than the over-the-counter products. Another reason why the neighbors decided to get the service is we come back for free between the visits if you still have activity. As opposed to the over the counter products, if you still have activity, will Home Depot come back out for free?

Customer – “No...”

## Close

**Sales Rep** – “Now, the other question I had, is your garage accessible?” (Give a soft close after you overcame the concern)

I do it myself

Certification of Completion

Name of Rep: \_\_\_\_\_ Date: \_\_\_\_\_

Office: \_\_\_\_\_

Signature of Manager: \_\_\_\_\_



## I Don't Want a Year Contract

### Concern

**Customer** – “I don't really want a contract...”

### Transitional Phrase/Overcome the Concern

**Sales Rep** – “I totally understand, the problem is we can't do it just once or twice because it doesn't work. We have to make sure to break up the feeding, breeding, nesting, and hatching cycle of the bug. Normally if you called another company out of the phonebook, they would do a two to three year agreement, but since I came to you, it's just a one-year trial. Hopefully we can earn your trust and business within that first year. After that, if you want to keep going the discount will continue.

### Close

**Sales Rep** – “Now, quick question, is your garage accessible?” (Give a soft close after you overcame the concern)

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I don't want a Year Contract

Certification of Completion

Name of Rep: \_\_\_\_\_ Date: \_\_\_\_\_

Office: \_\_\_\_\_

Signature of Manager: \_\_\_\_\_



## I Need to Talk to my Spouse

### Scenario 1

**Customer** – “I need to talk to my wife...”

**Sales Rep** – “Ok, is she the one who makes those types of decisions?” or “Ok, she takes care of stuff like this?”

**Customer** – “Well, no I just want to talk with her.”

**Sales Rep** – Gotcha, yeah I'm here to kill bugs not marriages. What a lot of the couples have liked in this neighborhood is...**(Move to Creating the Need in Sale Cycle)**

### Scenario 2

**Customer** – “I need to talk to my wife...”

**Sales Rep** – “Ok, is she the one who makes those types of decisions?”

**Customer** – “Yes she is.”

**Sales Rep** – “No problem, do you mind grabbing her really quick, I just wanted to explain what we are doing?”

**Customer** – “Yep just one second...”

**Sales Rep** – (You will need to give the spouse the full pitch)

### Scenario 3

**Customer** – “I need to talk to my wife...”

**Sales Rep** – “Ok, is she the one who makes those types of decisions?” or “Ok, she takes care of stuff like this?”

**Customer** – “Yes she is.”

**Sales Rep** – “No problem, do you mind grabbing her really quick, I just wanted to explain what we are doing?”

**Customer** – “She actually is not home”

**Sales Rep** – “I've had a couple other neighbors in the same boat, they just gave their spouse a call really quick since I can do it so dang cheap. So go ahead and give her a call and if she has any questions I'd be happy to talk with her.”



**Customer** – “Ok, give me one sec...”

**Sales Rep** – (You will need to pitch her over the phone)

**Scenario 4**

**Customer** – “I need to talk to my wife...”

**Sales Rep** – “Ok, is she the one who makes those types of decisions?” or “Ok, she takes care of stuff like this?”

**Customer** – “Yes she is.”

**Sales Rep** – “No problem, do you mind grabbing her really quick, I just wanted to explain what we are doing?”

**Customer** – “She actually is not home”

**Sales Rep** – “I’ve had a couple other neighbors in the same boat, they just gave their spouse a call really quick since I can do it so dang cheap. So go ahead and give her a call and if she has any questions I’d be happy to talk with her.”

**Customer** – “She is in a meeting so I can’t call.”

**Sales Rep** – “No problem, what time will she be home?”

**Customer** – “She will be back around 6pm.”

**Sales Rep** – “Ok, I will stop by then, and who should I ask for?”

**Customer** – “Her name is, Lindsay Lohan”

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I Need to Talk to my Spouse

Certification of Completion

Name of Rep: \_\_\_\_\_ Date: \_\_\_\_\_

Office: \_\_\_\_\_

Signature of Manager: \_\_\_\_\_



# I don't like Chemicals

## **Concern**

**Customer** – “I am just worried about my kids and the chemicals...”

## **Transitional Phrase/Overcome the Concern**

**Sales Rep** – “You’re going to be glad I stopped by then, the neighbors have really liked our products because they're eco-friendly. You don't even have to leave the home when we treat.

In fact have you heard of the chrysanthemum flower?”

**Customer** – “Yes...”

**Sales Rep** – “Our product is derived from that flower, so there is no staining or odor. It's actually safe for kids, pets, and pregnant women and it is the same product we use in day cares and hospitals.

## **Create Need**

**Sales Rep** - The reason the product works so well, is when the ants are hatching...(Move to Create the need in the sale cycle)

I don't like Chemicals

Certification of Completion

Name of Rep: \_\_\_\_\_ Date: \_\_\_\_\_

Office: \_\_\_\_\_

Signature of Manager: \_\_\_\_\_



# I am not Interested

**Concern**

**Customer** – “I’m just not interested.”

**Sales Rep** – “Oh ok, are you worried about the products or...?”

**Customers** – “No, I just don’t really have a problem.”

**Transitional Phrase and Create the Need**

**Sales Rep** – “That’s actually why I’m here, because it’s not a matter of **if**, but **when** these bugs start showing up. Right now it’s hatching season and...” (**Go to creating the need in the sales cycle**)

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I am not Interested

Certification of Completion

Name of Rep: \_\_\_\_\_ Date: \_\_\_\_\_

Office: \_\_\_\_\_

Signature of Manager: \_\_\_\_\_



## It is too Expensive

### **Concern**

**Customer** – “Yeah that just seems way expensive, I don't want to spend that much.”

### **Transitional Phrase/Overcome the Concern**

**Sales Rep** – “That's actually why I am here. I've had a few neighbors in the same boat and one of the reasons they decided to go ahead and get it done is because I can do it so cheap right now while I'm in the neighborhood. It's just a one-year trial and I can set it up so you just pay as you go. The other good part is you won't see us for three months after the first visit, but if you do see any activity between the visits just give us a call and we will come back out for free.”

### **Create Need**

“I also want to show you this really quick, see those spider webs up there?” (Go to creating the need in the sale cycle)

### **Meet Need**

**Sales Rep** – “So what we will do to take care of this is...” (Move to Meet the Need in the sale cycle)

### **Close**

**Sales Rep** - “Now is your garage accessible?” (Soft close then follow it up with the hard close)

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It's too Expensive

Certification of Completion

Name of Rep: \_\_\_\_\_ Date: \_\_\_\_\_

Office: \_\_\_\_\_

Signature of Manager: \_\_\_\_\_

