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IV-1-099/453-9504838
89-W-ZX3-990-0000001
17837-000KX

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Σ4876-JL23-BVXLL33
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78K77-76-56-76-XYE
009-764-23-98-129Y
98-YB-K-LHD-TRS-87
K/67-K/65-K/55-999

RF-9874-L

A BLUEPRINT FOR SUCCESS



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Key:**“Sales Rep’s Pitch or Response”****“Customer’s Response” Emphasizing****Something Bad Emphasizing Something****Good****Emphasized Phrase or Word/Section Divider**



ARUZA

AT A GLANCE

MISSION STATEMENT

OUR MISSION AT ARUZA IS TO CONTINUOUSLY STRIVE TO PROVIDE EXTRAORDINARY SERVICE; ALWAYS IMPROVING THE LIVES OF THOSE WE SERVE, CUSTOMERS AND TEAM MEMBERS ALIKE.

PURPOSE

TO IMPROVE THE LIVES OF ALL THOSE WE SERVE.

NICHE

WE ARE SALES AND SERVICE EXCELLENCE.

CORE VALUES

GROWTH MINDSET
WINNING SPIRIT
SELF STARTER
INCLUSIVE
INTEGRITY
NO NEGATIVITY



Welcome to ARUZA

Congratulations on being accepted into Aruza's elite sales internship program! At Aruza we select young professionals that we believe have the capacity to not only succeed in our program, but more importantly, in their future careers.

Aruza's Founders, President of Sales and Partners, the authors of this manual, have over **75** combined years of sales and sales management in the field. Together we have grown Aruza from a "2-people and trucks" company based out of a storage unit, to the **30th Largest Pest Control Company in the World** and a multiple time **INC 5000** Fastest Private Growing Company's List award winner.

Through 9 years, Aruza has grown from 1 to 12 branches, mainly driven by our Sales Development Internship. Our job is to enable you with the tools, leadership, and most importantly, the training needed to have the best possible experience this summer. This manual, coupled with hands-on experience, peer learning, and structured guidance from our leadership are all tools to help all our sales interns perform to the best of their ability throughout the summer.

Our program is designed to resemble a sports season, in which there are competitions, goals and self-improvement. More importantly, much like a sports season, our sales leaders are not here to just train you at the beginning of the summer and say good luck. Our goal is to constantly coach our sales interns and implement a growth mindset that they can transition into their careers and everyday lives. Even though professional athletes are coached throughout their sports seasons, it is their responsibility to come prepared, in shape and mentally ready for training camp and the season. We expect the same determination from our incoming interns. Every intern goes through different learning curves, and the more prepared you can be before the summer through studying, training, etc.. the quicker you will be able to put up larger and consistent sales numbers.

Our **number one goal** at Aruza is to leave all of our sales interns better than we found them. Our goal is to equip all of you with a strong professional foundation, a stronger work ethic, increased confidence and interpersonal skills, a growth mindset, stronger emotional intelligence, a sense of accomplishment, and tangible sales numbers you can use to bolster your resume.

The Aruza sales manual is broken down into several sections and subsections designed to give our interns a detailed understanding of every angle of the industry and different sales strategies.



Aruza is a **PREMIUM** Service

One thing our sales force needs to understand is that they are not selling a “cheap” or value service. Aruza prides itself on being a top shelf, front of the lot, **premium** Pest Control Experience for our customers. Our top shelf service is reflected in the pricing for our customers, which is a competitive rate if priced for all that we offer. It is the duty and obligation of the salesforce to build value, while operations maintain a superior service to that of our competitors. When considering what is included in Pest Control packages, it is evident through our service and reviews that Aruza provides a premium service that protects the homeowners’ property, not just their home. Innovative service and integrity are the things we aim to back up every day by providing the best customer service, technology, products and overall experience possible for our customers.

Aruza’s Service

Knowing your product and service well, especially in comparison to your competitors is crucial to being a successful salesperson. Understanding the features of your product allows you to present their benefits accurately and persuasively and will result in more accounts sold and retained throughout the summer. Aruza prides itself on being a one-stop-shop for all pest control needs, however, the sales intern must understand the basics of each service Aruza offers to communicate that to the prospect effectively. This will ensure that reasonable expectations are set during the sales process, and that those expectations are then met with Aruza’s 5-star service. For a breakdown of all current services sold by Aruza refer to the Sales Cheat Sheet.

Door Approach

Context Clues

As you’re walking up to a homeowner’s door, you should be looking for context clues around the home. Context clues are details found around the home that give you, the salesperson, an understanding of the homeowner’s current situation.

Examples of context clues that you should be looking for include; bug issues (spider webs, wasps nest, ant mounds, even a dead roach), signs of life (lights on in the home, garage door is open, sprinklers are on, back gate is open, the sound of people talking), and finally details about the home that could strike up a conversation with the homeowner (a sports flag or cool car)

How to Knock

When approaching the home, knock 3-5 times and wait 5-10 seconds. If nobody answer, knock again 2-3 times and wait another 8-10 seconds. If nobody answers, walk away and head to the next home while listening for someone to still answer the previous door.

Positioning At Door

4-7ft back

Close distance for interactions among acquaintances

Stand on the side of the door hinge

This means they open the door and see you without having to break their neck

45-degree angle from the door

Comes off as non-intrusive because they can see past you outside. Do not be squared up with prospects, this comes off as intimidating

Setting Up Your Office

When you are waiting to see if anyone answers the door, stand about 4 feet back in line with the door hinge. This way, when the prospect answers the door, you are back far enough to ensure the potential customer is not intimidated by you. In an interpersonal distance diagram, this is in the close social distance range which is for interactions among acquaintances.

The angle at which you stand facing the door is also very important. You should position yourself at a 45-degree angle to again signify you are non-intrusive. This allows the homeowner to see past you and into their yard. You should also not be squared up with prospects. This comes off as intimidating.

Before the prospect answers the door, you want to think of this positioning as “your office”. When the prospect opens the door it’s important not to stare but rather look as if you are doing something important on your Aruza iPad as if you are “working in your office”. This way, the prospect gets a perception that you are a busy route manager or service technician, and they will most likely address you first. If the prospect does not address you after the first few seconds, you will want to take the initiative to look up at them and smile. If they do address you first (which is what you want to happen), then it’s time to stop what you are working on and look up with a smile to greet them.

Icebreakers

Have you ever walked into a room with people you're acquaintances with? People you know, but not well enough to be completely comfortable around. You sit there in the room, overthinking your every move because you have failed to break the ice. You have been unable to break the awkward tension between you and the acquaintances around you who think the same thing as you. Doing something as simple as just walking up to someone and saying hi seems complicated because you don't know how to introduce yourself or what to say to kick things off. If you don't know how to effectively break the ice, it can hold you back in all areas of life.

It's incredibly essential in sales because ice breaking is the first piece of information that clues the potential customer into understanding your kind of person. When you knock on a door, the customers decide whether they like you within the first 10 seconds of your pitch. Icebreaking is crucial in building rapport with your customer and often seals the deal when it's time to make a purchasing decision.

Icebreakers should never be centered on you. The customer is not going to relate to you sweating your tail off and will not know how to respond, so make your icebreaker about them. Try asking an open-ended question about something that would have significance to that specific person. For example, if the potential customer in this scenario is a young man with a brand-new Ford F-150, start the conversation by asking him why he picked Ford over Chevy. This is something that will get him talking about something he's familiar with and interested in. People love talking about stuff they are interested in! You must learn to be witty and come up with different ice breakers for different scenarios.

Once you master the ability to ice break effectively, it will show in your sales numbers. You see, what happens is interns will get through the entire pitch with no problem. The customer will throw out a ton of objections, and the intern will cover each objection just like it's written in the sales manual, but for some reason, these customers continue not to buy. Why is this? Because at the end of the day, the customer buys because they like you. If you never convince the customer to like you, when push comes to shove, they will say no. If you convince the customer to like you, you'll notice that you will overcome all the objections, and they'll say, "screw it, why not!" Your ice breaker from the beginning provokes this essential last thought that ends up making you the sale. The customer never has that last thought that pushes them over the edge without the ice breaker. Ice breakers are underestimated and facilitate more sales than you think. You need to make sure that you are icebreaking and building a genuine relationship throughout your pitch at every door. This will show the customer that you are genuinely interested in them, which will increase your conversion rate!

Ice Breaker Examples

- Oh, I love dogs! What kind of dog is that?
- (Dog barking) I see I set your alarm system off (point at dog)
- That's one solid attack dog/cat! Thanks for not sacking them on me (funnier if smaller animal)
- I see you have your bodyguard with you (point at kid)
- (If they have a bike/scooter in sight) I'll trade you my segway for yours
- (If asked about segway) Yeah it beats walking, trying to fit in with the young crowd
- (Sports flag) Are you the Duke fan here? (start talking about sports)
- (Chalk drawings in driveway) Who's the artist in the family?

Intro

The intro is the most important part of the pitch. This is where you are using a hook to attract the prospect's attention. A good intro is sweet and to the point, filled with emotion, and covers every main theme you are trying to convey during the sales pitch. These themes, which are a necessity to cover in the Intro, are also all themes you should try and bring up as many times as possible throughout the pitch.

The following themes are

- Trucks (professional proof)
- Neighbors (band-wagoning)
- Timeframe (building urgency on why they should buy from you now)
- Bugs (building demand)
- Asking questions (transition from sales pitch to conversation)

“Hey, how are you doing?” *smile, be genuine and wait for a response*. *After the customer responds, use an icebreaker or build rapport here (if possible).* **“I’m Your Name by the way.”** *Smile, walk up and shake their hand confidently with your arm outstretched. This closes the space gap and gets the customer to open the door all the way if they haven’t already. After the handshake, it’s important to maintain the 45-degree angle and speak with your hands. **Nice to meet you.** *take a little pause here. The goal is to get them to say “nice to meet you too”. If they don’t simply move on **“I’m sure you’ve seen my trucks - Aruza”** * head nod and look down and point at your shirt where the Aruza logo is* **“I’m going to be taking care of the pest control for Name Drop, Name Drop”** *point down the street or at specific customers **“and SEVERAL others this week.”** *Circular hand motion **“For them, it’s mostly been the wasps, spiders, ants and mosquitoes.”** *say the specific type of bugs slowly with a smile and head nod while pointing to areas around the house and in the yard where people see those bugs - you are trying to read them to see if their eyes get big or they make a gesture suggesting they have trouble with that specific type of bug, if you see a “tell” from the prospect, use that bug in specific examples throughout the pitch* *next, lean in slightly and be mysterious as if you are almost letting them in on a secret* **“I’ve got a couple of spots left while I’m here, so whoever else, I can squeeze in, I’m doing it for more than HALF...OFF!”** *smile and head nod until they respond

It is important to end your intro with a **call to action** and wait for their response because it is the salesperson's job to progress the conversation and qualify the customer early on in the pitch.

Intro Simplified

Hey, how are you doing? I'm Your Name by the way. Nice to meet you. I'm sure you've seen my trucks - Aruza. I'm going to be taking care of the pest control for Name Drop, Name Drop and **SEVERAL others this week. For them, it's mostly been the wasps, spiders, ants and mosquitoes. I've got a couple of spots left while I'm here, so whoever else, I can squeeze in, I'm doing it for more than HALF...OFF!**

Greeting

“Hey, how are you doing? I'm Your Name by the way. Nice to meet you.”

It is important to be friendly and approachable here. You also need to address who you are early on because after all, you are a random person at their door. The most important thing is to be reading the customer and matching their energy. By doing this, you make yourself easier to talk to.

Company Name

“I'm sure you've seen my trucks...Aruza.”

At this point, you've introduced yourself, and you need to allude to why you're there. The important thing here is to establish credibility and create interest. Make sure to speak confidently, point to the Aruza logo, and head nod. This also sets the stage for what you're about to say next.

Our job is to make our technicians routes as efficient as possible. And, since our technician is already going to be in the neighborhood, you're able to fill the open slots in a route can be done at a fraction of the cost compared to a customer calling into the company's office. Grouping customers together saves on gas and labor. Imagine if two customers 50 miles apart called on the same day to buy pest control. The technicians would service one customer and then drive 50 miles to the second customer. The company pays for gas and the technician's time. With a proper route, this technician could have serviced another house bringing in \$50-\$150 more in revenue. The potential loss of an inefficient route can be hundreds of dollars a day. Since you can group customers together you are able to pass these savings back. Saying Aruza pest control gives the prospect an understanding of the service we are offering and the name of our company for credibility.

Why You Are There & Band Wagoning

“I'm going to be taking care of the pest control for Name Drop, Name Drop and **SEVERAL others this week.”**

This justifies and explains the reason why you are knocking on the prospect's door. Mentioning a timeframe here will also add to the urgency built throughout the pitch. An importance of name dropping here is the "keeping up with the Joneses" effect. If your friend gets a pair of AirPods and you don't have AirPods, now you feel an underlying pressure to have AirPods. If all of the prospect's neighbors have pest control, now they feel pressure to have pest control. They wonder why everyone has pest control and they don't. They think, "maybe I need it". This is the effect of keeping up with the Joneses. The law of diffusion of innovation below also explains the importance of name dropping here and throughout the pitch. Only 16% of the entire population are comfortable being one of the first people to buy something without having some sort of social proof like looking at reviews or knowing other people that have done it. The other 84% of the population need social proof. This is why it is important to name drop throughout the pitch.

Building Demand by Bug Dropping Potential Hot Buttons

"For them, it's mostly been the wasps, spiders, ants and mosquitoes."

Learning neighborhood bug problems and implementing them here increases selling success.



As you go through your day, you'll get to know the specific neighborhood problems. Naming bugs that consumers have problems with will increase the prospect's participation and the chance of a buying question after the trial close. Figure out neighborhood hot buttons by actively looking at properties and asking people in the neighborhood what bug issues they have had this year or in the past. If you are in a neighborhood that has a massive problem with mice, box elders, and centipedes, you will miss sales by bug-dropping ants and spiders.

Building Urgency/Promotion

“I’ve got a couple of spots left while I’m here, so whoever else, I can squeeze in, I’m doing it for more than HALF...OFF!”

After saying this the sales rep must pause and gauge the initial interest of the customer by their response. The goal here is to get the prospective customer to ask, “What’s half off?”, “How much is it?” or any question about the service itself. The service is discounted if the customer can be available within the time frame of our open routes. Having a time frame here creates urgency. Urgency is the driving force behind your customer’s decision to buy. Without it, the customer has no immediate need to act, so your follow-ups lose momentum and the sale flounders in a sea of indecision, until it falls apart entirely.

Transition Into Service

Taking the Customer Off the Door

The goal of the intro is to get the customer to ask about the price or the service. THE GOAL is to get to the BACKYARD. The importance of getting the prospect off the door is to lower their sales guard. By having a conversation with them in a mutual setting like their yard, you turn the interaction into more of a natural conversation as opposed to being some random person at their door. This also allows you to paint an accurate picture of what the service looks like and identify their specific problems. It’s always a pro if you can get into their house. The easiest way to do this is ask them to show you where their problem is, especially if it’s inside.

Customer asks about PRICE

If they ask: **“What’s the price?”, “How much is it?”, or “What’s half off”** you say, **“It really depends on what you need. Let me show you how it works”** **Then turn around, wave them over and walk towards the backyard.

Customer asks about SERVICE

If they ask: **“What do you do?”**, you simply say, **“Let me show you how it works”** and follow the same steps as above under the Customer asks about PRICE section.

Customer asks about a SPECIFIC PEST

“What do you do for any specific bug?” you listen to their concern and say, **“Oof, y’all have been dealing with those too? ”** **The key here is to sound concerned and make them feel like they aren’t the only ones dealing with that issue. They’ll say yes in any number of ways.

“Gotcha, have you been seeing them inside or outside?” **They’ll tell you where **“Gotcha, do you mind showing me where?”** Now you’re in the perfect position to explain to them exactly how we can take care of their specific problem.

Questions to ask as you're taking the customer off the door

1. If they have a gate, ask "**Which side of the house is your gate on?**" **This plants the seed in the customer's head that you're going to the backyard to assess their specific problems.
2. If they're hesitant as you're walking away, "**Do you just want to meet me around back?**" and continue to walk away
3. If they're hesitant and don't have shoes on "**Do you need to throw some shoes on?**" **head nod and wait for them to return with shoes.

Last Resort - If they don't want to leave the porch, you can still walk to the front yard and pitch the service by the house, looking for specific problems and painting a picture of how it will benefit them. Then meet them back on the porch to go through the price and close.





Service

ARUZA 100% Guarantee – It's Important to note that regardless of the service that customers sign up for, they get guaranteed free re-services in between their regularly scheduled visits if they're having more than the occasional pest problem.

Pest Protection – Quarterly Service

1. **Interior** – Usually only needed once/year max. Treats:
 - Entry points – doorways and windowsills
 - High moisture areas - behind the toilet & under sink
 - Designed as a last line of defense/proactive approach to target bugs that are already in the house
2. **Garage flush out** - mostly spiders, mice, crickets, and roaches. Treats:
 - Around garage door sensors, exterior of the garage, corners of the garage
3. **Base of the home** 3x3 foot power spray that flushes out and repels pests from entry points such as:
 - Weep holes for brick foundations
 - Gap between foundation and siding
 - High moisture areas (mulch/pine needle beds)
 - Keeps any bug that crawls from coming inside (mostly, ants, spiders, roaches, etc.)
4. **Eves** – This is where spiders, wasps, mud daubers, etc. make their homes
 - Treated with 30 ft brush pole that knocks them down
 - Uses a repellent that keeps these pests from coming back for up to 90 days
5. **Spot Treatment** (yard inspection)
 - Walk the yard 30 ft. out in all directions, treating any active nesting or breeding sites
 - Easiest one to identify is ant mounds

Pest & Mosquito Guard - Monthly Service

***The Pest & Mosquito Service includes everything that is included in the Pest Protection, only it adds the mosquito service and increases the service frequency from every three months to monthly.*

1. **Backpack Fogger** is what gets added to the service when someone has issues with mosquitoes, fleas, ticks or palmetto bugs in their yard
 - Treats 30 ft out in all directions from the home
 - Sprays everything 6-8 ft up in the yard including grass, shrubs, pine needle beds, trees, etc.
 - Targets low spots and anywhere that holds a lot of moisture where mosquitoes like to breed
 - Minimizes breeding activity in the customer's yard for all pests

***Always start your pitch with the pest & mosquito unless they tell you explicitly, they aren't interested in mosquitoes. That way you have somewhere to go when dropping price at the end of the pitch.*

At this point it's time to get into the pitch. The goal here is to be “passing on information” as a service technician would. It's important to ask good questions, and figure out the customer's specific problems, so you can build value around what is important to them. By being a messenger of beneficial information, you lower the prospects' guard and build trust with them. The key is to start off with the approach relaxed and Laissez-faire (a messenger of information, seemingly not caring whether or not they're interested).

If you can make this transition smoothly throughout the sales process (keep in mind the prospects personality category), you will be able to lower the prospects' guard and build trust, while later being able to leverage excitement and sales techniques to build value and close the sale. The longer the prospect is with you, and as long as you come off as a messenger of information through the close, their "sales resistance", or, their perception of you as a salesperson, will go down and you will be able to close once likability and trust have been established and they view you as an expert advisor, not a salesperson.

Structure of Each Part of the Service Pitch

For each part of the service, there are **five** steps.

- Transition
- One or two obvious yes questions
- Preface (*the preface sets up the problem that is going to be solved by the feature, technically the transition and obvious yes question preface as well*)
- Feature
- Benefit

Transition

The first step is to transition to the next part of the pitch. Examples:

1. **“What your neighbors love is what I do down here at the base of the home”**
2. **“This most unique part of my service is...”**
3. **“The best defense I play is down here at the base”**
4. **“I’m sure you already know this, but...”**
5. **“The most important work I do is...”**

The purpose of the transition is to move to a new part of the service while building excitement and mystery + keep them engaged in the conversation.

Obvious Yes Questions

If the homeowner doesn't first agree there is a problem, they won't see the need for a solution—no matter how strong the service presentation is. See Examples Below:

- 4. “Do you see up here in the eves?”**
- 2. “This is a natural nesting ground for the bugs. Does that make sense?”**
- 3. “Most of the bugs come from the yard, right?”**
- 4. “Now, you don’t want those spiders popping up inside anymore, right?”**

After the transition, ask one or two obvious “yes” questions. This serves four purposes:

- a. It keeps the prospect engaged and feeling in control
- b. It makes participation easy
- c. It builds momentum by getting them to verbally and nonverbally agree;
- d. And it establishes that a real problem exists.

Preface

The third step is to preface this problem that needs to be solved. Show the prospect visually where a problem is or can occur.

5. **“Up here in the eaves is where everyone is starting to get spider webs, wasp nests, and mud daubers”**
2. **“These weep holes allow the house to breathe, but spiders, ants, roaches, and other crawlers love to use this as a highway to enter the home”**
3. **“The yard is the source of the problem where everything is nesting, breeding, and colonizing”, etc.**

Feature

The fourth step in explaining the service is to explain the feature. The feature is exactly what the service professional does when servicing the home. [See page 17.](#)

Benefit

Lastly, the benefit, or, in other words, what the prospect will derive as value from having the certain features of service done to their home and yard. For example,

6. **“That way your house continues to look nice, but it also prevents the wasps from buzzing around stinging you, and the spiders from crawling into your vents, dropping down the wall voids, and popping up inside.”**
2. **“That way, you don’t have to deal with the spiders and ants coming inside anymore.”**
3. **“That’ll keep y’all from getting torn up out here by those mosquitoes and keep the dogs from bringing fleas or ticks back inside with them.”**
4. **“This keeps the mice from coming inside in the first place and draws the ones that are already inside away from the house.” etc.**

The key to service is to remember the prospects buy for the **benefits** of a service, the features don’t mean much to them besides technical jargon and visualization of work getting done on and around their home.

Price

Explaining price is one of the most important parts of the sales process. This is not retail sales where the price is fixed and you tell the customer exactly what it is within seconds. In pest control, pricing is variable depending on the size of the home and which services are included.

This gives you a huge advantage to make the most amount of sales possible throughout the summer, but you have to know how to work the price like an expert. As long as you've built enough value throughout the service, transitioning to price is super easy. You simply ask them, **“What’s the square footage of your home?”** Then, you use the price sheet to quote them.

It's important to establish anchor pricing, or, exactly the pricing they would be quoted if they called into the office. If a prospect were to call the office for service, they will have to purchase at the higher pricing due to a technician having to make a special trip to their home. This pricing acts as a high benchmark that will make the lower pricing discount seem like a steal once it's revealed.

Price Sheet

ARUZA
YEARLY
SUBSCRIPTION

PRICE SHEET

ECO FRIENDLY PEST CONTROL

ARUZA 100% GUARANTEE:
If your bugs come back in between regular visits, we will return and retreat for FREE!

PEST PROTECTION

PEST

Size	Initial	Monthly
Townhome	\$300	\$59
1500 - 2500 sq ft	\$350	\$69
2501 - 3500 sq ft	\$375	\$79
3501 - 5000 sq ft	\$400	\$89
5001 - 6500 sq ft	\$425	\$99
6500+ sq ft	\$475	\$109

PEST AND MOSQUITO GUARD

PEST + MOSQUITOES

Size	Initial	Monthly
Townhome	\$375	\$99
1500 - 2500 sq ft	\$425	\$109
2501 - 3500 sq ft	\$450	\$119
3501 - 5000 sq ft	\$475	\$129
5001 - 6500 sq ft	\$500	\$139
6500+ sq. ft	\$550	\$149

ADDITIONALLY COVERED - WITH MOSQUITO GUARD

Mosquitoes

Fleas (Exterior)

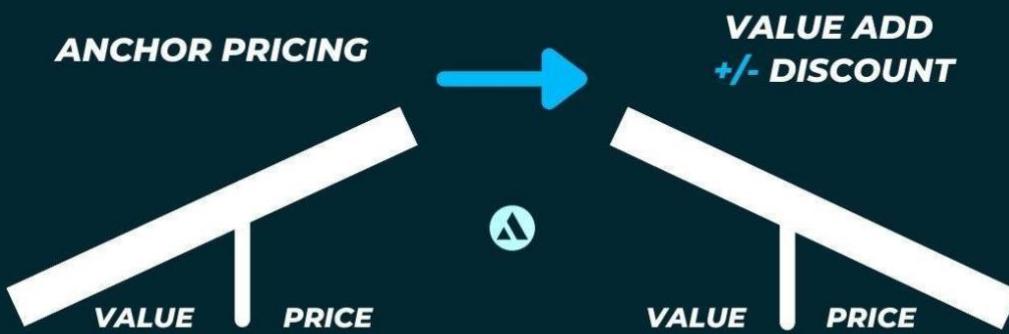
PESTS NOT INCLUDED:

- Termites
- Carpenter Bees
- German Roaches

However, we are able to discount the service where the salesforce is selling because multiple trucks are taking care of dozens of services within the vicinity. Therefore, we can get people done for much less. Explaining this to the prospect while going over pricing is crucial because we are discounting for a reason, not as a sales tactic. After explaining the trucks, highlighting the limited timeframe, and band-wagoning **“But if I can fit you in while my trucks are out here taking care of the neighbors”**, the prospects' interest should build because this builds natural, logical urgency.

Next you discount the price by offering them below the ‘townhome pricing’ and half off the initial service. At this point you should have ‘tipped the scale’ as seen below, by lowering the price by offering a limited time discount.

TIPPING THE SCALE



Sometimes, if you do this perfectly, the customer will interrupt you with a buying question. If this happens, close immediately.

Price Script

“What’s the square footage of your home?” “3,500 sqft.” **“Awesome!”** *smile, spin the iPad so it is towards them and they start looking at it, and stand at their side while moving the iPad toward their body square to them. When you arrive by their side, make sure the iPad is square in front of their face. When you point at the figures, you put your finger on the iPad below the figure and hold it.

This way they see the figures clearly and know which numbers you are talking about. This is important because if they miss something and don’t understand the price 100%, they are way less likely to buy. * **“So, typically for a home your size, if you called the office and they had to figure out how to get someone out here it’s 450 DOLLARS, but while I’m here I’m able to take 300 dollars off, bringing the initial down to just 150 BUCKS and that’s for EVERYTHING!”** **As you say “EVERYTHING”, circle the bugs with your finger on the price sheet. Say this figure very slowly with excitement, smiles, and head nods to maximize and emphasize how big the discount is - it’s MORE than half off - continue the excitement and almost an air of disbelief in how good the discount is while minimizing the 150 bucks. When you say ‘and that’s for EVERYTHING’, really emphasize everything like you are about to give them a boatload of value on top of the huge discount you just gave them.

“After that, it’s typically \$119, but if you want to hop in with the rest of the neighbors, I’m dropping it down BELOW my TOWNHOME rate! It’s just 90 bucks and that’s for EVERYTHING, EVERY MONTH, especially those ANTS, SPIDERS, WASPS and MOSQUITOES! And if you ever need us in between just give us a call we come out for free” ***As you say the say the bugs, point to each one on the price sheet, giving a visual image in their mind, and as you mention the free re-services, point to the Aruza 100% Guarantee on the price sheet. This re-emphasizes the value you’ve already built throughout the service while giving them an amazing discount and re-highlighting all of their hot buttons (the bugs they care about most) and head nod. Then IMMEDIATELY (not waiting for a response) transition into the close.*

ARUZA
YEARLY
SUBSCRIPTION

PRICE SHEET

PEST PROTECTION

PEST	Initial	Monthly
Townhome	\$300	\$59
1500 - 2500 sq ft	\$350	\$69
2501 - 3500 sq ft	\$375	\$79
3501 - 5000 sq ft	\$400	\$89
5001 - 6500 sq ft	\$425	\$99
6500+ sq ft	\$475	\$109

PEST AND MOSQUITO GUARD

PEST + MOSQUITOES	Initial	Monthly
Townhome	\$375	\$99
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3501 - 5000 sq ft	\$475	\$129
5001 - 6500 sq ft	\$500	\$139
6500+ sq. ft	\$550	\$149

ADDITIONALLY COVERED – WITH MOSQUITO GUARD

Mosquitoes	Fleas (Exterior)
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PESTS NOT INCLUDED:

- Termites
- Carpenter Bees
- German Roaches

ARUZA 100% GUARANTEE:
If your bugs come back in between regular visits, we will return and retreat for FREE!

ECO FRIENDLY PEST CONTROL

Price Simplified

1. **“What’s the square footage of your home?” “3,500 sqft.”**
2. **“Awesome”**
3. **“So, typically for a home your size, if you called the office and they had to figure out how to get someone out here it’s 450 DOLLARS, but while I’m here I’m able to take 300 dollars off, bringing the initial down to just 150 BUCKS and that’s for EVERYTHING!”**
4. **“After that, it’s typically \$119, but if you want to hop in with the rest of the neighbors, I’m dropping it down BELOW my TOWNHOME rate! It’s just 90 bucks and that’s for EVERYTHING, EVERY MONTH, especially those ANTS, SPIDERS, WASPS and MOSQUITOES! And if you ever need us in between just give us a call we come out for free”**

(continue to close)

Closing

Funnel Closing

A series of closes that funnels the prospect into picking a time to get serviced, by slowly having them answer yes questions. This should be the normal closing pattern followed until other closing methods become necessary due to concerns and objections. These soft closes make it simple and easy for the prospect to say yes to buying.

1. “Now, you are going to be here tomorrow, right?”
2. “Perfect, would the morning or afternoon work best for you?
3. “Great, if you’re an early bird I have a spot from 8-10 am or I could do 9-11 am. Which would you prefer?
4. “Great, I’ll get you scheduled for then. What’s your first name?”

Lightbulb/Obvious Close

“You are going to be here tomorrow, right?”

- This is an obvious yes question. 90% of the time the customer will say yes because they live at their home so, of course they are going to be there. This starts closing off on a yes. The more yeses the sales rep gets the easier it will be for the customer to say yes to buying. It is called the lightbulb close because it should be said as if a lightbulb went off in your head right before you ask it. This is a prime example of assuming the sale, as you’re assuming that they want and need the service, and are simply confirming that they’ll be available tomorrow to receive the service.

Alternative Choice Close

“Does the morning or afternoon work best?” or “Would you prefer 2-4pm or 4-6pm?”

- Alternative choice closing is one of the most effective closing methods because both answers are a yes. It makes it more difficult to go against the grain and say no, because we didn’t give them no as an option.

Bandwagon Close

“I am taking care of John Doe across the street between 3-5pm. Would 4-6pm, right after him work for you?”

Band wagoning utilizes outside influences to create a sense that everyone is doing it. Band wagoning creates FOMO (fear of missing out) and urgency to make a buying decision. It also creates trust through a mutual network.

Alternative & Bandwagon Combo Close

"I am taking care of John Doe across the street from 3-5pm. Would before him from 2-4pm or after him from 4-6pm work best for you?"

- Combines the benefits of band wagoning and the alternative choice close.

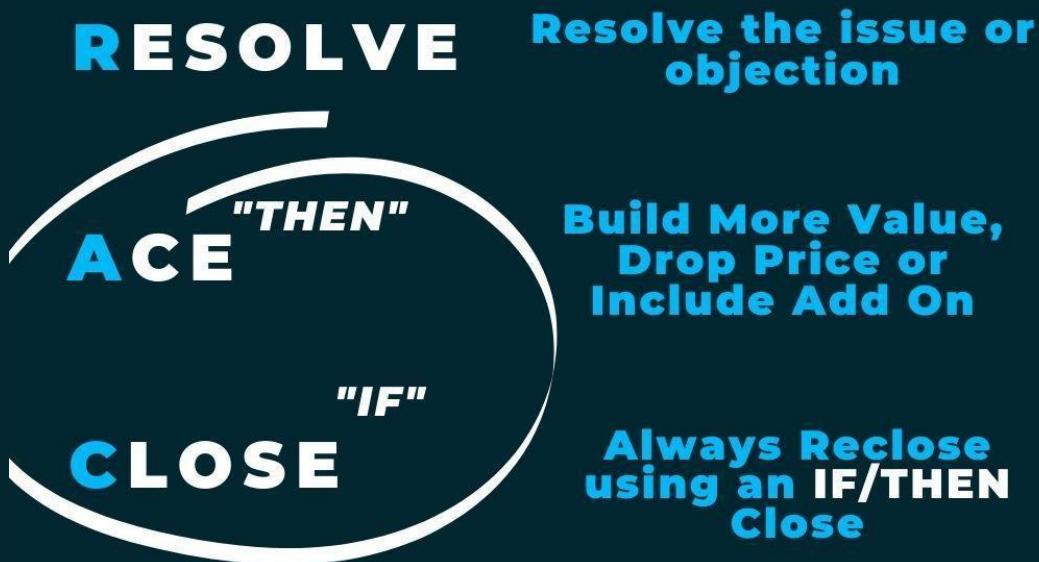
Assumptive Close

"Now when my service technician comes out here tomorrow, do you want him to go ahead and treat the inside? garage? shed in the backyard?" (a feature not mentioned yet)

- Assume that the prospect is going to buy the service and let them decide on getting an optional part of the service. Assuming the sale takes confidence. It may also feel uncomfortable, which is normal. Assuming the sale is a key difference between beginner sales reps and advanced sales reps.

RACing

RAC- Resolve, Ace, Close - A closing method after a customer has heard the entire pitch and is thinking about getting the service, but is on the edge of buying or not.



Resolve- Whole section under **“Objections, Smokescreens and Buying Questions”**

Aces- are needed for **Objections** not **Questions**.

Questions - Don't need an Ace

- Pet Safety - Is this safe for my pets?
- Chemicals Used - What chemicals do you use?
- Contract - Is this a contract?
- Price Clarification - What is the price again?
- Bees - Does this take care of bees?
- Credit Card - Can I use a check?
- Winter Treatment - Why do you come in the winter?

Adding an ace while answering a question can sketch the customer out and make them not want to buy. Price dropping or adding value while answering a question makes it seem like something is being covered up or lied about.

Objections - Potentially need an Ace

- Expensive - This sounds too expensive for me
- Spouse - I will have to talk to my husband when he gets home
- Card - Can I get a card?
- No Bugs - I haven't seen many bugs
- One-Time Service - I just want a one-time service
- Research - I want to look you up and compare
- Contract - I don't like contracts

Close- Reclosing after objections or buying questions is an absolute must to continue pushing the sale down the straight line theory.

RESOLVE
ACE
CLOSE
+
IF/THEN
=
SALE

Objection: It's too expensive

Resolve

"I totally understand, the reason we are more on the pricey side is because we are a more premium service with what we do out here in the yard (Build Value)"

Ace and Close

"Just don't tell the neighbors, because i'm only doing this because you're a Cowboys fan (Build Rapport), but **IF I can get you on the route Tuesday, **THEN** i'll take an extra \$X off that first visit for you"**

More Closes

If/Then Close

"If I can do (this service or this price), then would there be any reason you wouldn't do this today?"

- This is also called isolating their objection. By painting a hypothetical situation that resolves their objections, you find out if that is the true reason they won't buy. If they agree, you do not want to hand them a lower price or extra service. If you make it look easy they will know you could have done it all along and that you can probably go even lower. You want to make it seem like it was hard to get it done for them so they feel special. This close is great paired with the Manager Call Close.

If/Then Switchover Close

"If I can give our 5 star service at an economical price, then would this be a no-brainer?"

- Great to use as the first close in switchover pitches

Manager Call Close

“I can’t do anything more for you, but let me call my manager, and see what else he/she may be able to do. If my manager can give you a little better of a deal, would you do it?”

- Walk out into the yard and pretend to call your manager, when you come back tell them what you were able to fight for. If you seemingly have to get permission from a third party and fight for the customer, they are a lot more appreciative and willing to buy.

If/Then Manager Call Combo

“If I can do (this service or this price), then would there be any reason you wouldn’t do this today? Okay, well, I can’t do anything more for you, but let me call my manager, and see what else he may be able to do. Give me one second...” (walk into yard and pretend to call manager)

Give Me a Shot Close

“I am passionate about what I do, I wouldn’t represent myself for anything less than the very best service a company can offer. Bottom line, we are going to take care of you. In fact, I’m so sure you’ll love us, I will put my money where my mouth is. Just give me a shot and I’ll do the first service for \$X bucks.”

- This is a last and final resort close. You want to show emotion and passion for what you do and the company/service you represent

Just Do It Close

“We both know you need this. Let’s just do it! What’s your first name?”

“You told me you had ants in your kitchen and have been seeing spiders. You are going to get this at some point, let’s just do it now! What’s your first name?”

- This close is best used after RACing a customer several times and they are still indecisive. Imagine you are doing something you are unsure or scared about such as jumping off a high dive. If everyone is telling you to just do it, you are more likely to end up doing it. Same concept here. The more rapport built and better friends you become with the prospect the better this close works. To make sure this works when you use it, try to find times to spark more small talk so you can really develop trust (don’t get too far off the sales cycle though).

Porcupine Close

This close is used when a customer asks a buying question at the end of the pitch and you sense they are close to buying. Throw the question back at them to see what they want. This close is called the porcupine close because if someone was to throw a porcupine at you, you would naturally throw it back at them and that's what you are doing with their question.

- Example 1
 - Customer asks if we treat a certain area such as their shed...
 - **“Is your shed a place you would like to be treated? (Yes). I will take note of that and make sure my technician does it. Now does this morning or afternoon work best for you?”**
- Example 2
 - Customer asks if we treat a certain bug such as box elders...
 - **“Do you want us to treat your property for box elder bugs?” (Yes). “I will take note of that to get done. Now does this morning or afternoon work best for you?”**

Feel Felt Found Close

“I understand how you **FEEL**, (name drop) and (name drop) **FELT** the same way, but what they **FOUND** was...”

- “I understand how you **FEEL**” is powerful because you agree with the customer, make them feel safe with you, and validate their feelings. An effective way of making them feel understood is to recite back to them what their concern is.
- “John Doe across from you **FELT** the same way”. This shows that they aren’t the only ones with this concern. They realize others have had this concern before making it normal, which will create a more positive buying situation for both parties.
 - Name dropping someone they know makes this 10x more effective
- “But what they **FOUND** was...”. This is where you solve the problem. The found can be as long or as short as you want it to be. Make sure to assume the sale afterwards.
- Short Example
 - Customer: “I just don’t know if I want to do it.”
 - “I understand how you **FEEL**, your neighbor Nancy down the road **FELT** the same way. But what she **FOUND** was that she was going to get it done eventually, so she decided to just do it with all of her neighbors while it was cheap.” (Assume Sale/Reclose)
- Longer Example



- Customer: "I just don't know, I really think I should research your products first."
- "I understand how you **FEEL**, your neighbor Nancy down the road **FELT** the same way. But after spending several hours looking at all of our products online she **FOUND** that everything was pet, child, and plant friendly and that we were the best pest control company to go with because we were the only Green Pro Certified company in the area. So, she literally ran me down in the street later that day and we just went ahead and got it done. Now I don't want you running me down, let's just get you set up. What was your first name?"

Best Price and Quality Close

"You want to get this for the best price right? You also want the best quality products right? And you're eventually going to get pest control aren't you? Well, that's exactly why you should get this today! You won't get a better combination of product, quality, and price as of right now. Why don't you take it?"

- Use this close when dealing with an indecisive prospect that you have tried to close multiple times.

Pride Close

"There is a reason I chose to work for Aruza and not some of our competitors. I truly believe we are the best pest control company in the area and I'd love to be able to prove that to you. I'm in the business of helping people with their problems, and if you give us a chance for a year I promise you won't regret it."

- Use this close when dealing with an indecisive prospect that you have tried to close multiple times. This close is a last ditch effort in which a salesperson shows emotion and pride for Aruza, a trait that can be very attractive to customers.

Sincerity Close

"Listen I know it doesn't mean that much to you, but it means the world to me. Give me a shot and I promise I won't let you down. All I need is a good phone number, do you have a 407 area code?" or "I've been pounding the pavement all day to find someone as good of a fit for this service as you are. If you're not going to do it for yourself, at least do it for me. Does 3 or 4 work better for you?"

- Sincerity closes are extremely useful when the prospect is on the fence. Especially if you've built a lot of rapport with them. Sincerity closing is where you make the prospect say no to you instead of saying no to the service.

Below are examples of when to use each close after objections, soft no's, and buying questions. Many of them can be used whenever, but this is generally when they are used.

WHICH CLOSE TO USE IN EACH INSTANCE

<ul style="list-style-type: none"> -ALTERNATIVE CHOICE -ASSUMPTIVE -BANDWAGON -PORCUPINE -INFORMATION CLOSE -LIGHTBULB 	<ul style="list-style-type: none"> -FEEL, FELT, FOUND -IF/THEN -PORCUPINE -ASSUMPTIVE AND BANDWAGON COMBO -LIGHTBULB 	<ul style="list-style-type: none"> -PRIDE -FEEL, FELT, FOUND -JUST DO IT -GIVE ME A SHOT -CALL MANAGER -PORCUPINE -IF/THEN
1ST CLOSE	2ND CLOSE	3RD+ CLOSE

Before The Close

99% of the time the prospect will **not** verbally tell you that they want the service. Once in a blue moon you may have someone say, "**well, where do I sign up?**".

Obviously, these instances are nice, but you can't rely on this happening or you will miss many sales opportunities. Closing is all about timing. The close can happen at any part of the pitch, at any time frame. The timing of when to close is based on the prospect's interest in the service. Thus, the better your pitch is, and the better you persuade them to want the service, the more likely they will be to say "**yes**". Many Top Reps say they hardly get objections and often close the prospect on the first try. The secret to their success in closing isn't in the actual close itself, but rather the work they did up to the close. The sales rep effectively created full logical and emotional certainty for the prospect to want to buy.

In Jordan Belfort's book, "**Way of the Wolf**", he talks all about certainty in closing. Jordan states that there are three "10's" on a sliding scale of 0-10 certainty that the prospect must be a "10" on in order to buy. He calls this scale the "straight line", and calls his strategy of the three tens "straight line persuasion". The first of which is the service you are offering the customer. Once qualified, if you do a good job with highlighting possible or apparent pest problems, show them the features of our service, and get the customer to agree with the benefits that help them, then you are professionally guiding and consulting the prospect to be certain that they want

the service. The second “10” is that the customer needs to trust and have a connection with you. This is done effectively by studying and implementing the emotional sales cycle. Lastly, the customer needs to trust Aruza as a brand and a legitimate company. A company in which they need to know is transparent and follows through with their service as pitched by you. Much of this has to do with you setting the correct expectations for what will be done as part of our service, as well as providing social proof in your intro and while overcoming objections.



HOW TO SCORE A 10 WITH THE CUSTOMER

- 1. BUILD VALUE THROUGH SERVICE**
- 2. TRUST AND CONNECTION WITH YOU**
- 3. TRUST AND CONNECTION WITH ARUZA**

If these three things are done effectively by the sales rep, all the prospects boxes will be “checked” and there will be nothing holding them back from buying from you. More than likely you will not close the prospect on your first close. However, the better salesperson you become, the more frequent this will happen. What is most likely to happen is a concern or objection. This is because the prospect is not a “10” on the certainty scale. They say no in the form of a concern or objection because the prospect is unlikely to tell you straight up that, “I’m not fully certain I want this”, or, “You just haven’t convinced me yet”. Half no’s come usually in the form of both concerns and objections. The objections however are usually just “smokescreens”, meaning they aren’t real and are just a nice way of trying to tell you that they aren’t convinced in having the service. Smokescreens are stated by the prospect in a less “tell it like it is” manner than real objections, and are usually preceded by “uuhs”, “umms”, “hmms”, or physical touching of the chin, mouth, or nose. On the contrary, you might run into a “Hard No”, this individual seemed qualified, and even if you do your best on the pitch, they choose not to buy. Hard no’s are much more commonly legitimate objections that are repeated rather than concerns. If you find the prospect repeating themselves in their objection and there is nothing you can do to change their mind, then it’s time to move on to the next door.

Going Over Agreement

Aruza's Agreement acts as a checks and balances system to ensure that before the customer takes his/her first service, the customer understands every detail about the agreement they are entering. The way this happens is the service professional goes over the terms with the customer to make sure they were explained correctly. If a sales rep left out crucial information on the agreement, then the customer might get upset that segments were not explained to them and they could decide against taking the service. Thus, it is always best to explain everything clearly to the customer so you can be the one answering any questions or concerns on the spot. Below is the manner in which you should go over the agreement.

SILVER PROTECTION SUBSCRIPTION																					
 <p>SERVICE LOCATION pestrolutes test , NC</p>			<p>CUSTOMER CONTACT wschlin@gmail.com Notes:</p>																		
<p>GUARANTEED PESTS</p> <table border="0"> <tr> <td>2. American Roaches</td> <td>Silverfish</td> <td>Argentine Ants</td> <td>Crickets</td> </tr> <tr> <td>Millepedes</td> <td>Sow Bugs</td> <td>Box Elders</td> <td>Earnigs</td> </tr> <tr> <td>Odorous Ants</td> <td>Spiders</td> <td>Centipedes</td> <td>Wasps/Hornets</td> </tr> <tr> <td>Mice/Rats</td> <td>Fires</td> <td>Smoky Brown Roaches</td> <td>Sugar Ants</td> </tr> </table>						2. American Roaches	Silverfish	Argentine Ants	Crickets	Millepedes	Sow Bugs	Box Elders	Earnigs	Odorous Ants	Spiders	Centipedes	Wasps/Hornets	Mice/Rats	Fires	Smoky Brown Roaches	Sugar Ants
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Mice/Rats	Fires	Smoky Brown Roaches	Sugar Ants																		
<p>YEAR ROUND PEST PROTECTION</p> <p>We are honored to be able to provide you our Silver Protection Plan which is on our demand pest management. With this plan we will be automatically scheduling your exterior pest protection services every 90 days to help keep the pests at bay. Interior services are available upon request from the customer. However, our protection plans are created to come to your home if you are seeing any of the guaranteed pests listed on this agreement.</p> <p>With each performed service you may initially see a slight increase in pest activity as pest populations are disrupted. Within 7-10 days you should see this activity drastically decline as our products take effect. Over time, these pest levels will continually decrease as regular services are performed. IF YOU SEE MORE THAN THE OCCASIONAL PEST AROUND YOUR HOME, PLEASE CALL (980) 729-8788 AT ANY TIME FOR A COMPLIMENTARY RETREAT!</p>																					
<p>3. </p> <p>4. </p>																					
SILVER PROTECTION PLAN SUBSCRIPTION																					
Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22																
49.00	49.00	49.00	49.00	49.00	49.00																
May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22																
49.00	49.00	49.00	49.00	49.00	49.00																
INITIAL SERVICE			MONTHLY PRICING																		
Initial Quote:	\$350.00	Service Charge:	\$49.00																		
Initial Discount:	(\$0.00)	Tax (0%):	\$0.00																		
Sub Total:	\$350.00	Recurring Total:	\$49.00	6.	\$49.00																
Tax (0%):	\$0.00																				
Initial Total:	5. \$350.06																				
TERMS AND CONDITIONS																					
<p>Aruza, LLC, a North Carolina Limited Liability Company, (hereinafter referred to as "Aruza Pest Control") will provide services for the prevention and control of the pests specified above only. This Agreement does not include any service for the control of, prevention of, or to prevent damage by, any wood destroying organism.</p> <p>1. SERVICES Aruza Pest Control will provide the necessary services to prevent or control the specified pests. Aruza Pest Control has the discretion to use the types of products and services which, in its sole judgment, are appropriate to achieve prevention and control. If products are applied, the application will be in accordance with the directions of the manufacturers of the chemicals, U.S. EPA registered labels, and the requirements of federal and state laws and regulations.</p> <p>2. RENEWAL This Agreement will renew automatically after the initial term on a month to month basis unless either party gives notice in writing, at least thirty (30) days prior to the next billing date. Aruza Pest Control reserves the right to adjust the pricing of its services annually. Customer shall have the right to terminate this Agreement, notwithstanding the thirty (30) day notice requirement, upon receipt of Aruza Pest Control's notice of increase in its prices.</p> <p>3. CHANGE IN LAW This Agreement shall be interpreted, regulated and adjudicated in accordance with applicable federal, state and local laws and regulations as they exist at the time this Agreement is executed. Should any federal, state or local law or regulation change regarding Aruza Pest Control's services or treatment, Aruza Pest Control is authorized to take whatever steps are necessary to be in compliance with said laws.</p> <p>4. NON-PAYMENT Customer agrees to pay Aruza Pest Control's invoices upon receipt. All invoices are subject to a late fee if payment is not received within fifteen (15) days of the date of invoice. Aruza Pest Control reserves the right to terminate this Agreement if payment is not received within ninety (90) days of the date of invoice. In the event legal action is necessary to collect any amount due, Aruza Pest Control shall be entitled to recover from Customer all reasonable costs of collection, including reasonable attorney's fees and expenses, in addition to any outstanding amounts due to Aruza Pest Control.</p> <p>5. LIMITATION OF DAMAGES Aruza Pest Control provides a warranty or guarantee that if pests invade the structure after its services Aruza Pest Control will return and re-treat for free for the specified guaranteed pests. Aruza Pest Control is not responsible for any damages for loss of use, loss of income, or other consequential, personal injury or economic damages, including from insect bites, stings, or infestation. Aruza Pest Control disclaims any liability for special, incidental or consequential damage. THERE ARE NO GUARANTEES OR WARRANTIES, EXPRESSED OR IMPLIED, EXCEPT THOSE SPECIFICALLY STATED HEREIN. THERE ARE NO WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. Aruza Pest Control's responsibility is limited to re-treatment of the Structure as noted above. Aruza Pest Control bears no responsibility to inspect for, treat, repair or to pay to repair damage caused by any wood destroying organism.</p>																					

<p>6. CUSTOMER OBLIGATIONS</p> <p>A. Aruza Pest Control's liability under this Agreement will be terminated if Aruza is prevented from fulfilling its responsibilities under the terms of this Agreement by circumstances or causes beyond the control of Aruza.</p> <p>B. Pests may be attracted by conditions solely under the Customer's control. Customer shall follow Aruza Pest Control's recommendations and advice regarding pest prevention and control.</p> <p>C. Aruza Pest Control reserves the right to withdraw from any treatment for services where continuing any treatment may not be safe as the customer failed to adhere to Aruza Pest Control's requirements for safety conditions or addressing of conducive conditions. In such instances, no refund will be provided.</p>	
<p>YOU, THE CUSTOMER, MAY CANCEL THIS AGREEMENT ANYTIME PRIOR TO MIDNIGHT OF THE THIRD BUSINESS DAY AFTER THE DATE OF SIGNING THIS AGREEMENT BY GIVING WRITTEN NOTICE OF CANCELLATION TO Aruza Pest Control. IF FOR ANY REASON, AT ANY TIME, THE AGREEMENT IS CANCELLED BEFORE ITS COMPLETION, AND THE INITIAL SERVICE HAS BEEN PERFORMED, THE CUSTOMER AGREES TO PAY THE DISCOUNTED AMOUNT FROM THE FULL INITIAL SERVICE CHARGE OF \$0.00. UPON COMPLETION OF THIS AGREEMENT BILLING AND TREATMENTS WILL CONTINUE AT THE SAME FREQUENCY UNTIL CANCELLED BY THE CUSTOMER BY GIVING A THIRTY (30) DAY NOTICE.</p>	
<p>BILLING INFO</p> <p>pestrolutes test</p> <p>7. , NC</p> <p>By signing this Agreement, I, the Customer, certify that I have read and fully understand the provisions of this Agreement, and any attachments, with all its terms and conditions without limitations, and it being specifically understood that Aruza Pest Control and the undersigned are bound only by the terms of this Agreement and not by any other representation(s) oral or otherwise.</p>	<p>AUTO-PAY INFO</p> <p>pestrolutes test</p> <p>I authorize Aruza Pest Control to automatically bill my debit/credit card upon completion of each service.</p> <p>Customer: [CUSTOMERSIGNATURE]</p> <p>This agreement is for an initial period of 12 month(s).</p> <p>9.</p>
<p>Sign above</p>	

General Agreement Topics:

1. General Contact Information
 - a. The Aruza Pest Control Office Address
 - b. Office Phone Number
 - c. Office Email Address
2. Important Bugs
 - a. You can retouch on bugs the owner is currently looking to have eliminated
 - b. Note that mosquitoes, fleas, and ticks will not appear in Pest Protection Agreements BUT will appear on Pest & Mosquito Protection Agreements
3. 100% Satisfaction Guarantee
 - a. Remind the customer they can always call for free re-services if they are seeing more than the occasional pest after the first 14 days
 - b. Services are every 90 days
 - i. The first service includes the exterior and interior
 - ii. The final 3 services include the exterior but the inside can be done on request as well
4. Pest Population vs Treatment Number Graph
 - a. As each service is completed the pest population slowly decreases (the pest population does not immediately become 0%)
5. The Initial Price
 - a. The initial price or price of the first service given to the customer
6. Tax and The Reoccurring (Monthly) Price
 - a. Tax is represented in the recurring or monthly price
 - b. Some states do not have tax on pest control because it is seen as a utility



- c. Note the recurring price is given to the customer, NOT the quarterly price.
 - i. The quarterly price is the sum of 3 monthly services.
- 7. Billing Information
 - a. Make sure billing information is filled out entirely
 - i. Card information should appear here, if not, exit the contract and re-enter the card information
- 8. Auto-Pay
 - a. Acknowledge that monthly recurring payments will be made automatically to Aruza
- 9. Signature
 - a. Signature or Initial must be legible, if not click the "X" button in the top corner or the signature section and have the customer resign the agreement.

This is the order of information on how to present the agreement. Negative information presented to the customer should be evened out with positive information.

1. Aruza Contact Information (**Positive**)
2. Customer Information (**Negative**)
3. Guaranteed Pest (**Positive**)
4. First Payment (**Negative**)
5. First Treatment (**Positive**)
6. Increase In Pest Activity for Up to 7-10 days (**Negative**)
7. Products Working (**Positive**)
8. Monthly Payment (**Negative**)
9. Following Treatments (**Positive**)
10. 1 Year Contract & Cancellation Fee (**Negative**)
11. 100% Satisfaction Guarantee aka Warranty (**Positive**)
12. Initials (**Negative**)
13. Signature Joke (**Positive**)

Agreement Pitch

1. **"This is everything we went over and what you are going to receive in your email. Right here is our office phone number and email if you ever need to contact us for any reason.**
2. **Right here is your address. Will you confirm this is right so we aren't treating the neighbor's house on your dime. Right here is your email and phone number. Will you confirm these are right, so you actually get this.**
3. **Here is a list of all the warranted pests included in our service. We are going to make sure we get rid of these ants, wasps, spiders, and any other**

bugs we find on your property. (Pest & Mosquito service: add mosquitos, fleas, and ticks)

4. **Here is your payment schedule. That first treatment is \$X bucks.**
5. **That will take care of 70-80% of all the adult bugs on your property.**
6. **You may see a spike in bug activity for up to 7-10 days.**
7. **That is how you know the products are working and the bugs are packing their bags and getting off your property.**
8. **Then it is just \$X bucks a month**
9. **where we will come out quarterly for your scheduled treatments to break the adult bug's egg cycles and maintain the property.** (Pest & Mosquito service: where we will come out every month, March through October, to fog for your mosquitoes, fleas, and ticks and then come out quarterly, every three months, for your other general bugs.)
10. **We do require you to give us a shot for 12 months, so from this summer to next summer. If you had to cancel before that, all we ask is that you reimburse us the initial discount of \$X bucks to mitigate our loss on products and labor.**
11. **However, we have a 100% Satisfaction Guarantee, so if you see any bugs in between your regular treatments give us a call and we will come back and retreat for FREE.**
12. **Now all I need is two initials here. One that agrees to the terms and allows us to send you information electronically and one that allows us to bill your card monthly.**
13. **And a legible autograph right here. That way if you become famous I can sell it online."**

Cementing the Sale

The purpose of cementing the sale is to reinforce that the customer made a good decision and that they know what is happening next in the process after the contract is complete. Cementing is a two-stage process, the first of which happens at the end of the sale, the second when they get their first service. Remember, a sale isn't a real sale until it is serviced. This is your last step before leaving your new customer's doorstep. To cement a sale you want to use certain words or phrases that leave your customer with a warm fuzzy feeling. This will reassure their decision to buy from you. This, in turn, will increase your sales to service ratio and increase your retention throughout the year.

When to Cement the Sale?

You want to use it as a closing statement after a customer has signed up and you are about to leave. What should you say?

Here is an example: “**“Jake, you are really going to enjoy having a pest-free home and yard with Aruza. Here is my business card, call me if you ever need anything! Also, the office phone number is on here. If you ever see more than the occasional bug, after the first 14 days, call us anytime, and we will come back out and do a free re-service. We look forward to seeing you tomorrow between 4 and 6 pm. It was a pleasure meeting you Jake, I appreciate you letting me take care of you.”**

Cementing the Sale Does Several Positive Things

1. Leaves the customer with reassurance about the decision they made as well as a good feeling
2. Makes it less likely for the customer to experience buyers remorse and cancel
3. Reminds the customer about our warranty, so if the customer does see bugs they are more likely to call for a free re-service, after the first 14 days if they are seeing more than occasional bug, rather than calling to cancel
4. Leaves physical form of contact information for credibility and assurance
5. Reminds the customer when their first scheduled service is, so they are more likely to be present

Cementing the Sale also Includes

Make sure the customer’s service gets completed and be there for them if they ever contact you with a question or a concern. If they are absent for their service, it is a lost sale if you do not reach back out to them to re-schedule.

Recap of Cementing the Sale

Just because you have gone through the emotional sales cycle and someone buys from you does not mean you can disregard the customer’s emotions or your likability. While completing the agreement and cementing the sale, it is important to further connect with the prospect and get to know them.

Asking questions such as “**so how long have you lived in the home?**”, “**Are you from around here?**”, “**do you have any pets?**”, or, “**what do you do for a living?**” While filling out the agreement are all excellent ways to engage in conversation, continue the likability and trust you have built, and diffuse any tension that may arise while going over the agreement. It’s also to build premeditated humor into doing the agreement, for example, “**I’m going to give you my business card, it has the office number for if you ever see more than the occasional bug, after the first 14 days, call us for a re-service, and my number, just in case you ever have a tough day and need someone to talk to.**” The deeper you build rapport in the contract and cementation process, and the clearer you explain things, the more assured they will feel about their decision, lessening the chance of a cancellation.

3 Types of Communication

1. Verbal
 - a. Words
2. Paraverbal
 - a. Volume, tone, speed, and emphasizing
 - i. This is *how* you say something, not *what* you say
3. Nonverbal
 - a. Body language, stance, smiling, eye contact, and head nods
 - i. This is what your body communicates, not your speech

What percentage out of 100% do verbal, paraverbal, and nonverbal communication represent in what people understand?

1. Verbal - 7%
2. Paraverbal - 38%
3. Nonverbal - 55%

What this means is that the actual words you say don't matter nearly as much as how you say them. 93% of what the customer hears is how you say the words and how you look when you say them. The best way to improve your sales is to get really good at paraverbal and nonverbal communication.

Paraverbal Communication

How you say something, not the words you say.

Speed

Speed can be a make or break aspect of your sales pitch.. The #1 common mistake most sales reps make is that they talk too fast. Talking fast comes off as salesy, creating a high-pressure environment that brings up the customers' guard, resulting in no sale. The pitch should be a little slower than your normal talking speed. A slower speed comes off more confident, more clear, and allows you to think of the next words without getting lost as easily. In addition to this, you are able to more carefully pick out your words, get rid of all filler words like "um" and "uh", and be actively aware of the expressions that you are making. Speaking slowly also allows the customer to better comprehend what you are saying.

Emphasizing

Emphasizing words creates attention. It draws the customer in to want to listen to you while also forcing you to slow down your speed.

- How to emphasize

- Slow down the speed of the word
- Pronounce the syllables of the word more clearly
- Micro pause before and after the word
- Examples of important words to emphasize
 - HALF OFF
 - DOLLARS and BUCKS
 - I then come QUARTERLY, every THREE months for just \$59 BUCKS a MONTH
 - And that is for EVERYTHING...
 - What I NEED to do... (in every service paragraph)
 - 30 FOOT brush pole...
 - This is a MASSIVE HIGHWAY for ants, spiders....
 - 3 FEET UP and 3 FEET OUT around the ENTIRE perimeter...
 - Front curb ALL THE WAY to your back fence line...

Tonality



Uptoning is interpreted as a form of conversational weakness, insecurity, and/or lack of confidence. People uptone when asking a question, typically showing a lack of knowledge.

Monotone is when everything sounds the same, which comes off as flat and boring. Listeners struggle to understand how the speaker is feeling.

Downtoning comes off as confident, credible, and as knowledgeable in your field. Downtown at the end of sentences and at the end of words that are emphasized. This makes you seem confident and credible. Then fluctuate tones while talking to keep the customer's attention.

Tonality Mistakes: many reps will uptone at the end of sentences and when emphasizing. If you struggle with this it needs to be fixed or you will lose out on sales. If you struggle with uptoning, record yourself pitching and record yourself talking normally in a conversation. Most people downtown in normal conversation. Compare the two recordings to see the difference and try to fix it from there.

Another option is to try pitching more aggressively and that may fix your tonality.

Volume

Make sure you can be heard but are not yelling. Mirroring loudness is essential when talking to prospects. Grandmas talk soft and light, so you should talk softer and lighter. Bulls talk louder and more aggressively, so you should talk louder and more aggressively or the bull will dominate the conversation.

Nonverbal Communication

What your body communicates, not your speech.

Body Imagery

Confident people use their entire body when describing things. You want to use full arm extensions when showing and describing things. Unconfident people keep close to themselves - they do not do this. If a sales rep is not getting sales or is in a slump they often default to unconfident body imagery. Use the body to paint the service. For example, when telling the customer we treat 3ft up and 3 ft out, raise your arm 3-4ft up and then step back and move your arm 3-4ft out, this will give a "wow" factor and the customer can fully understand the service. On the other hand if you were to say 3ft up and 3ft out while moving your hand 6 inches up and 6 inches out, the customer will think it is not that much.

Eye Contact

It's said that the eyes are the window into one's soul. If your eyes are a reflection of your soul, you should learn how to be careful with them, right? The first thing to be careful of is not to have "hard eyes" or "stare someone down". This is usually a reflection of greed and an obvious motive to "get a sale". "Soft eyes" show that you are calm, unintimidated, and that you do not have fear of "losing a sale". When a prospect sees that you do not have fear over losing their business, they are more likely to buy from you. To experience soft versus hard eyes to ensure that you are replicating it - smile and then frown. When you smile, you will feel a "lifting" sensation in your eyes, sort of like they were being held open with toothpicks.

When you frown, your eyes look removed from what someone is saying, even if you are looking right into their eyes. Either look the prospect in the eyes or direct their eye contact to something else. A general rule for eye contact is wherever you want the prospect to look you look as well. Never expect the prospect to look at something you aren't looking at. If you point at the prospect's neighbor's house and then stare at the prospect, the prospect will most likely keep looking at you. You need to have them follow your eyes to the neighbor's house. Do not look back and forth quickly between the prospect and what you want them to look at, this will confuse them on where to look. Eye contact movement should be planned not

random. You shouldn't stare to the point of being uncomfortable (10+ seconds). You shouldn't break eye contact due to being uncomfortable or nervous as well. This seems sketchy and creates distrust.

Smiling

A genuine smile uses the muscles around your eyes, fake smiles don't. A good way to create a genuine smile is by chuckling/laughing into a smile. Smiling triggers positive emotions while signaling friendship and peace. It is the ultimate expression of positive emotion. Smiling with teeth is seen as genuine, honest, and confident which builds trust. A smile is contagious and humans tend to copy emotions, thus the more you smile, the more prospects will smile, improving your interactions.

Smiling throughout your pitch is a great way to help spark positive feelings towards owning our service from the prospect. Obviously, smiling is usually a bi-product of happiness or humor. That is why it's important to use humor throughout your pitch and to find happiness in your work. It's hard to fake a smile, and even harder to sustain a fake smile. If you live in the present moment while selling and you are engaged with your "why", goals, competitive drive, and positive interactions with people, then you have every reason to have fun - or at the very least be in a positive mood. There is an advantage to being happy - not only will you make more sales, but you will enjoy what you do.

Head Nodding

Making good eye contact and smiling are easy when compared to effective head nodding. It's not an easy motion to nod a head up and down, nor is it natural. Head nodding takes a lot of focused practice. When nodding, slowly move your head up and down 3 times. Head nodding is a psychological way to get people to subconsciously agree with you. After a statement, a fact, or something you want the prospect to agree with, head-nod. The prospect will most likely mirror you and head nod as well, increasing the chances of them believing what you are telling them. The more times a prospect says yes, head nods, or agrees with you, the more likely and easier it is for them to say yes to getting the service.

On the contrary, a negative head nod can be used in certain situations as well, although more rare. As you would think, if you need the prospect to believe something is not true, you would use a negative head nod. For example, in the switchover when you say "**for the neighbors, it wasn't a difference between bad and good**", you will use a negative head nod.

Why the Pest & Mosquito Pitch?

The Pest & Mosquito program can **double** a sales rep's productivity and income over the summer. The sales rep is essentially doubling the contract value with the same customer. For an extra \$30-\$40 a month, the customer gets an extra 8 services per year to get rid of the most annoying pest. Selling Pest & Mosquito protection plans should be a **no-brainer**.

Downgrading from Pest & Mosquito to Pest Control

Only downgrade from a pest & mosquito plan to a pest control plan at the end of the pitch after several objections and you can tell it may be the price or as a last resort fish hook before leaving.

Downgrade to Pest Pitch

“Okay I understand, so it’s really just a price concern for you? (customer answers Yes).
“Okay cool, do y’all even really have a mosquito problem? (leading the customer to say no). Gotcha, that’s what I thought. Most of the people that I’m taking care of around here have said the same thing. Here’s what I’ll do. I’ll knock off what I would charge for the mosquitos and I’ll reduce the service frequency to every 3 months. I will go ahead and drop the price down to just \$49 bucks a month for you. That way you are only paying to get rid of the bugs you have and it’s way more affordable. And if you ever need us we still come out in between services for free. You’re going to be here tomorrow right?”

Upselling from Pest Control to Pest & Mosquito

If starting at a Pest Control plan, always try to **upsell** to a Pest & Mosquito plan. A great sales rep continues to ask for the sale until the customer says “**No**”. Specifically ask after the customer information has been entered in the sales app, but before the pricing of the pest control plan has been entered, ask if the customer would like to upgrade plans.

Upsell Pitch - Just Asking

Now for an extra \$X a month I'll come out here and fog your front and back yard once a month March - October for mosquitoes, fleas, and ticks. That would get rid of all those bugs. Would you want to add that in?

Upsell Pitch - Assumptive Version

“Now, a lot of your neighbors have been complaining to me about the mosquitos out here. I assume you've been seeing them as well, right? Yeah, they are horrible! I'll tell you what, all of your neighbors have upgraded to my Pest & Mosquito plan. I can go ahead and just add it on for you, it's super cheap. Just \$X bucks extra per month, does that work?”

Upsell Pitch - Low Buying Pressure Version

“I saw you have two dogs over there! A couple of your neighbors have been complaining to me about finding fleas and ticks on their animals this year. Now, you may want to add this or you may not want to. Whatever you want to do is fine with me, but I figured I'd let you know just in case. For just \$X bucks extra per month you can upgrade to our Pest & Mosquito protection plan. I'll come out an extra 8 times a year to fog your entire front and back yard for fleas, ticks, and even mosquitos. That way your family is fully protected. Do you want to go ahead and get that done too?”

Pest & Mosquito Mistakes

- Many sales reps sell Regular Pest Control plans and never ask if the customer wants the Pest & Mosquito plan, thus losing out on thousands of dollars of revenue and commissions.
- Reps are sometimes scared to upsell because they believe it may cause them to lose the sale. This is scarcity thinking. The potential of providing more service outweighs the potential of losing a sale in this case. If everything is explained correctly, there should be no concern in asking the customer if they want to upgrade plans. If a new question arises, overcome the objection like you are trained to do, but use your discretion and instincts when attempting to upsell.

Switchover Pitch

Hearing that a prospect already has a company should be music to your ears! Unlike someone who doesn't yet have a pest control company, these prospects [already see the value in paying for a service!](#) This saves you a ton of time since they have/are already:

1. Paying money
2. Understand how it works
3. Have accepted the fact that taking care of bugs is not something they want to do themselves.

Now, all you have to do is get them to switch the name on their bill from whoever they have currently, to Aruza pest control. We call this the switchover pitch.

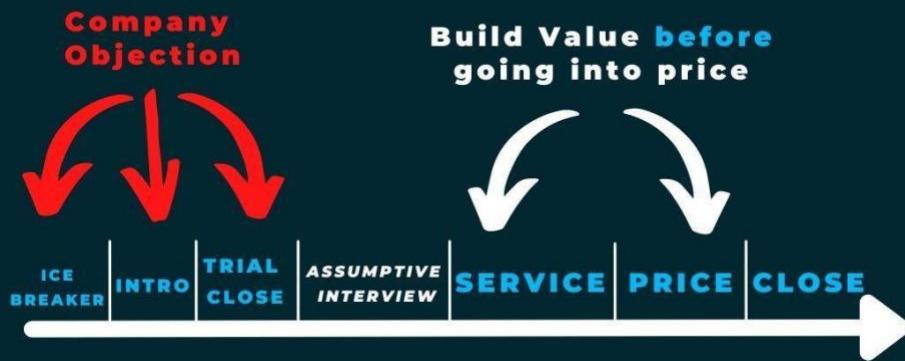
Knowing the art of the switchover can single handedly double your income over the summer. If you ask any of the top reps how many of their sales are switchovers, chances are it is no less than 50%.

[When executing a switchover, there are a few things to consider](#)

1. What do they need pest control for?
2. How is their current company attempting to solve their needs?
3. How can we do it BETTER?

Part of the 1st consideration should already have been answered if you road map the customer and find out what bugs they have and where. Other needs would be personal to them, like their daughter hating the spiders more than anyone in the house, the fact that they work long hours and don't have time to do it themselves, or maybe that they are deathly allergic to wasps. There are a variety of different reasons, some of which you can pick up on pretty easily, and the rest of them you can find out through your conversation with the prospect. Regardless, it's important to show the prospect that you are a [good listener](#) and that you actually care about helping them by using this information in a switchover pitch. It will paint a clear image in the prospects head about how much better their life will be with our service instead of their current provider. These are the reasons the prospect is going to actually buy our product, also known as their emotional buying triggers, and it is our job to hone in on them when pitching the prospect about our service.

SWITCHOVER PITCH STRUCTURE



Intro

Hey, how are you doing? I'm Your Name by the way. Nice to meet you. I'm sure you've seen my trucks - Aruza. I'm going to be taking care of the pest control for Name Drop, Name Drop and **SEVERAL** others this week. For them, it's mostly been the wasps, spiders, ants and mosquitoes.

Trial Close & Company Objection:

I've got a couple of spots left while I'm here, so whoever else, I can squeeze in, I'm doing it for more than HALF...OFF! (Pause, wait for the customer to say something)

Customer: "I already have a service."

"**PERFECT, I figured, you gotta do something out here the bugs are TERRIBLE**"

(drop iPad to side/under arm) Who are you guys going with?

Customer: "Company X."

Assumptive Interview

"Okay, and how long have you been with them?

Gotcha, and what price did they get you at?

Okay, and is that monthly, bi-monthly, or quarterly? (assume price and frequency if you are familiar with the company)

Gotcha, now correct me if I'm wrong, but your neighbors told me when company X comes out, they will knock stuff down from your eaves, squirt around your base, and come back for free if you have any problems inside, right? (Head nod and wait for yes)

Okay, and is there anything else special they are doing for you?"

Service

"Okay, I do all of that as well, but honestly, the biggest difference between me and company X, and I believe this is the main reason that your neighbors have

been switching over to me, is because of the work I do out here in the yard. **Take them off the door! I know for a FACT company X does not touch the yard and that's the most important part. That is where all the bugs are nesting, breeding, and colonizing. So, what I need to do is granulate 15 feet around your entire home. This will mix in with the soil and flush any bugs even further away. Then I am going to custom spot treat from your front curb all the way to your back fence line. This will take care of any ant hills or other nesting sites on the property. Most importantly though, if I can do my job right out here in the yard, you can come out here and have a bug-free day, but also you won't have to worry about bugs making it to the inside of the home since I got rid of the source.

Another difference between me and company X is up here in the eaves. So when company X comes out they will knock down the wasp nests and spider webs, right? (Head nod) The problem with that is that they are only knocking down the nest, not taking care of the actual spider or wasp. So about a week later, you start to see spiders and wasps popping back up again. What makes me different is I leave behind a dust residue. This will last a full 90 days and prevent any bugs from coming back. That way a week later you don't have to come out here with a broom and knock them down yourself.

Now, don't get me wrong, company X does a pretty good job, but what people who switch from them to me really like is that I upgrade their service down here at the base. Now I know when company X comes out they'll do a

1- foot by 1-foot squirt around the base right? (Head nod) That kinda stops the bugs, but eventually, they will be back and find a way in. So, what I do differently is I use my backpack sprayer to power spray 3 feet up and 3 feet out around the entire perimeter of your home. That will flush all of the bugs out of your wall voids and seal you off from the outside completely. This prevents any ants, spiders, roaches, or other crawlers from getting close to the home and finding a way inside.”

Price

“Now, you see how I’m doing so much more for you? (Head nod) (Wait for a yes) “So, if I could make this make sense price-wise, would you let me be your bug guy? (Head nod and wait for a yes) Great, and when was the last time you were serviced?”

Customer: 1.5 months - 3 months ago.

“Perfect. So it’s about time for another treatment. So here’s what I can do. Do you have an invoice that shows you’re with company X? (Yes) Great, can you go grab it for me? I just need to take a picture of it and it acts like a coupon, so I can give you a huge discount.”

Customer: Today - 1.5 months ago

“Perfect. So I don’t want to double charge you but I do need to treat the yard, come play cleanup, and get anything they missed. So here’s what I can do. Do you have an invoice that shows you’re with Company X? (Yes) Great, can you go grab it for me? I just need to take a picture of it and it acts like a coupon, so I can give you a huge discount.”

Take a picture

“Great, what’s the square footage of your home?

Perfect! So, typically for a home your size, if you had to call my office they would get you at 350 dollars for the initial service. I then come out quarterly, so every 3 months, for just 49 bucks a month. It’s cheap. But if I can fit you in while my trucks are out here this Friday taking care of your neighbors, if you just cover my the product cost and technician pay, I’ll match it up with the monthly, and just do that first one for 49 bucks. That also comes with a bug-free guarantee so if you see any bugs in between services, you give me a call and I’ll come back and retreat for free.”

Close: “You’re gonna be here Friday, right?”

Understanding the Switchover

Intro: same as normal pitch until the company objection.

Company Objection: this is where the prospect interjects and alerts you that they have a company. It can come in a variety of forms and it is the salesperson’s job to qualify the customer at this point. If the prospect says it the moment they answer the door, it is a very brief and stern way, your best bet is to move on or do a quick elevator pitch. If the prospect says it in a “Just so you know” way after they’ve listened to your initial push, you should absolutely go into the switchover pitch.

Reading when and how the customer notifies you that they have a company can ensure that you are only pitching to qualified prospects.

“Perfect, Who are you using?”: the ability to not be caught off guard and to be expecting and excited about a prospect’s company objection is vital for building normalcy and standing your ground. Simply by emphasizing the word **“PERFECT”** can send messages to the customer that their objection is music to your ears.

Assumptive Interview: most of the time, a customer does not know in detail what they are getting with their company, therefore if a salesperson **confidently** tells them what they are getting (Based on prior competitor knowledge from neighbors and experience), the customer will believe them. If you are wrong about a certain detail, they will inform you, which gives you more ammunition for later on in the pitch, as well as another piece of info about X company. In the assumptive interview

you are also **setting the stage** for comparison by showcasing to them what they are getting before you go into what you can provide.

Service: while the service pitch in the swithover pitch is pretty similar to the service pitch in the normal pitch, it's important to base it more **comparative** and **Highlight Aruza's Advantages** compared to who they have (I) **WITHOUT INSULTING OR DEGRADING THEIR PREVIOUS BUYING DECISION (I)**. The structure of service paragraphs are the same as they are in the normal pitch, but now contain a structure of creating a difference within them - transition, obvious yes question (what their company currently does), preface (problem of doing it that way), feature (what we do differently), benefit (how it solves the problem).

Price: one of the most important rules of a switchover pitch is to not get into a price battle with the prospect, and to build value before you dive into price. While many times you will be able to beat the competitor's price, remember that Aruza is a **Premium Service** and good salespeople usually present a higher price than what they are getting because they first **built value**. Understanding what they are being charged, how often they come out, when their last service was and if they have switchover proof are all factors that can be used when presenting the price to the customer. Ex: "**Well since (company X) was just out here a month ago, I don't want to double charge you, so I'll come out and do the first one for just \$X bucks**" / "**Now we are a little bit more expensive, but can you see how we are doing twice the service out here in the yard for just \$X bucks more a month?**"

Closing: close like normal.

Objections: when getting objections during a switchover pitch it is important to overcome them in the same **comparative** way in which you went over the pitch. More advanced closes like Pride Closes, Feel Felt Found closes, and Give Me a Shot closes carry more weight after objections during switchovers.

Creating a Difference (CAD)

The best way to switch a prospect over is by taking the information we just learned about them and their company through:

- Road-mapping
- Asking Questions
- Assumptive Interview
- Prior Knowledge

and contrasting it in a simple 3 step process called **Creating A Difference (CAD)**. This is comprised of 3 simple steps:

1. What their current company does, and why it's **NEVER** going to work '**Never**' is emphasized because we want to psychologically de-value the other company's service and eliminate the option for the prospect to stick with the same company if they want to achieve their desired results. A sale's rep MUST achieve this **WITHOUT DIRECTLY DEGRADING THE PROSPECTS CURRENT COMPANY.**

2. What we do and why it is the **ONLY** way to solve the situation
'**Only**' is emphasized because we want to psychologically add perceived value to our company's service and make us the only option for the prospect to achieve their desired results.

3. The benefit they get from **US** over **THEM**
How does this change make the prospect's day-to-day life better? What will they see? Hone in on what they care about and don't be afraid to be a little over dramatic and creative.
Example: Assume we found out they have Terminix, and are just getting the base spray because their main concern is ants in the kitchen.

CAD Step 1. What their current company does and why it is **NEVER** going to work: "**I know Terminix does an awesome surface spray. It's great for killing the ants one by one if they walk across it, but it's NEVER going to get to the queen since she lives underground, right?**"

CAD Step 2. What we do and why it is the **ONLY** way to solve the situation: "**that's why I NEEDED to use a baiting agent for your neighbor. It's the ONLY way to get to the queen and eliminate the problem at the source.**"

CAD Step 3. The benefit they get from **US** over **THEM**: "**That way you're not getting those ants flushing into the kitchen eating dinner with you after every rain storm!**" *instantly transition into price sheet following this step*

Other Creatable Differences

Better Products

A massive difference between (company X) and us are the products we use.

"You know how (company X) has to come out every 3 months? Exactly and that's for a reason, (company X) uses Bifen XTS/Talstar P (product that lasts less than 90 days) that only lasts residually for 60 days. That is why they have to come back to re-service in order to get all the new bugs that got on the property in the last 30 days. "What I use is more expensive and is designed to last residually for a full 3 months. This way, everytime I come out I am just maintaining a bug free home

and yard and you don't have to worry about seeing as many bugs in between your treatments.”

Service Frequency - Bimonthly to Quarterly

Another difference between (company X) and us is the frequency we treat your property. **“(Company X) comes out here and treats every 2 months, right? Yep, they do that because their products are designed to last 60 days or less. Now, I don't want to overtreat your property, so what I do is come out every three months. I can do this because my products are a little more expensive and they are designed to last for a full 90 days. Best part is if you ever see any bugs in between services, after 14 days I'll still come out for free and retreat for you.”**

Service Frequency - Quarterly to Bimonthly (in markets that apply)

Another difference between (company X) and me is the frequency we treat your property. **“Company X) comes out here and treats every 3 months, right? Yep, the reason they do that is because they think their products last 90 days, but after UV exposure, rain, and heat that's just not the case and bugs start coming back in the last 30 days. This is one of the buggiest places to live, so we have adapted to that. We come out every 2 months for you which is needed, that way you don't have to deal with any bugs getting inside or breeding outside in between treatments.”**

Local Service Compared to National Cookie Cutter Service

“A big reason your neighbors have been giving me a shot from (company X) is because we are local. You know how (company X) is a massive national company right? The problem with that is they have a standardized service. They use the same products and treatments in Seattle, Washington as they do here and we have completely different weather and bugs. We are smaller and more focused on each individual's experience rather than treating them like a number, so we use a customized treatment for your specific bug problems every time to ensure the best chance of success of having no bugs and your money goes back to people in your local market.”

Switchover Proof

Switchover proof is extremely important and often overlooked as a selling tool by many. When switching a customer over from their current company collecting switchover proof is not only an easy task, but it also comes with several advantages.

1. When a prospect is already using another company, collecting switchover proof is a logistical way of price dropping and pushing the customer over the edge to commit to the sale. This can be done very simply by saying **“like I said, I've already switched over a few of your neighbors, if you don't mind”**

grabbing an invoice it acts like a coupon to my boss and I can knock \$X dollars off of that initial service so we aren't double charging you."

2. Some customers will interject and say they don't know where one is, this is the perfect opportunity for you to show that you are the expert and gives you the chance to show why they should switch. Simply say, **"No worries go ahead and check your email for the invoice, I need to go ahead and do a full inspection for you anyways. I'll meet you back here in 10-15 minutes."** It's important that you turn around and walk away to do an inspection of the property without allowing time for them to interject. When doing the inspection, find any and all problem areas (wasp nests, spider webs, ant hills, areas where water may retain, tree limbs overhanging onto the house) and any other signs of insects. This way when the customer comes back out you can kindly point out what you found during your inspection and explain what we will do to alleviate those issues.
3. Once you have collected the invoice from the customer, a good strategy is to **keep it** in your tool belt or in your back pocket. This strategy immensely helps solidify the bandwagon effect when talking to other prospects who already have a company, especially if they are using a company that you have already switched someone over from. When you transition into your switchover pitch and say **"I've actually switched over a few of your neighbors from (company X)"**, you can pull out the invoices that you've collected as a **visual aid** to show proof of what you are saying to the customer is factual.

Switchover Upgraded to Pest & Mosquito Service

(**Bold and Blue** words show difference between switchover pitch and Pest & Mosquito switchover pitch, words in smaller font are standard switchover pitch)

Hey, how's it going? Anyways, my name is . I'm the route manager for Aruza pest control. The reason I'm stopping by is because my truck will be out here this Friday taking care of the _____, the _____, and 15 other neighbors. For them it's mostly been the small black ants, spiders, wasps, mosquitoes, and ticks. Well anyways, if I can fit you in while my trucks are out here this Friday I'm doing it for more than HALF...OFF... (Pause, wait for the customer to say something)

Customer: "I already have a service."

PERFECT, I figured, you gotta do something out here the bugs are TERRIBLE (drop iPad to side/under arm) Who are you guys going with?

Customer: "Company X."

Okay, and how long have you been with them?

Gotcha, and what price did they get you at?

Okay, and is that monthly, bi-monthly, or quarterly? (*assume price and frequency if you are familiar with the company*)

Gotcha, now correct me if I'm wrong, but your neighbors told me when company X comes out they will knock stuff down from your eaves, squirt around your base, and come back for free if you

have any problems inside, right? (*Head nod and wait for yes*) Okay, and is there anything else special they are doing for you?

The first thing I do is provide an extra 8 services to get rid of mosquitoes, fleas, and ticks. You've seen a mosquito fogger before, right? Yeah, it looks like the Ghostbusters backpack. What I need to do is fog your front and back yard once a month March through October. That way when you come outside you don't have to worry about slapping yourself every 5 seconds or getting 20 itchy red bumps and you won't worry about finding random fleas or ticks on your pets.

Okay, I do all of that as well, but honestly, the biggest difference between me and company X, and I believe this is the main reason that your neighbors have been switching over to me, is because of the work I do out here in the yard. I know for a FACT company X does not touch the yard and that's the most important part. That is where all the bugs are nesting, breeding, and colonizing. So, what I need to do is granulate 15 feet around your entire home. This will mix in with the soil and flush any bugs even further away. Then I am going to custom spot treat from your front curb all the way to your back fence line. This will take care of any ant hills or other nesting sites on the property. Most importantly though, if I can do my job right out here in the yard, you can come out here and have a bug-free day, but also you won't have to worry about bugs making it to the inside of the home since I got rid of the source.

Now, don't get me wrong, company X does a pretty good job, but what people who switch from them to me really like is that I upgrade their service down here at the base. Now I know when company X comes out they'll do a 1-foot by 1-foot squirt around the base right? (*Head nod*) That kinda stops the bugs, but eventually, they will be back and find a way in. So, what I do differently is I use my backpack sprayer to power spray 3 feet up and 3 feet out around the entire perimeter of your home. That will flush all of the bugs out of your wall voids and seal you off from the outside completely. This prevents any ants, spiders, roaches, or other crawlers from getting close to the home and finding a way inside.

Now, you see how I'm doing so much more for you? (*Head nod*) (*Wait for a yes*) "So, if I could make this make sense price-wise, would you let me be your bug guy? (*Head nod and wait for a yes*) Great, and when was the last time you were serviced?

Customer: 1.5 months - 3 months ago.

Perfect. So it's about time for another treatment. So here's what I can do. Do you have an invoice that shows you're with company X? (Yes) Great, can you go grab it for me? I just need to take a picture of it and it acts like a coupon, so I can give you a huge discount.

Customer: Today - 1.5 months ago

Perfect. So I don't want to double charge you but I do need to treat the yard, come play cleanup, and get anything they missed. So here's what I can do. Do you have an invoice that shows you're with Company X? (Yes) Great, can you go grab it for me? I just need to take a picture of it and it acts like a coupon, so I can give you a huge discount.

Take a picture

Great, what's the square footage of your home?

Perfect! So, typically for a home your size, if you had to call my office they would get you at **375** dollars for the initial service. **It's then just 89 bucks a month.** It's cheap. But if I can fit you in while my trucks are out here this Friday taking care of your neighbors and I can use that coupon I am able to drop down to just **70** bucks a month and knock off an extra **300** dollars doing the first treatment for just **75** bucks. That also comes with a bug-free guarantee so if you see any bugs in between services, you give me a call and I'll come back and retreat for free.

HomeTeam Switchover

(Bold and Blue words show difference between switchover pitch and HomeTeam, words in smaller font are standard switchover pitch)

Hey, how's it going? Anyways, my name is _____. I'm the route manager for Aruza pest control. The reason I'm stopping by is because my truck will be out here this Friday taking care of the _____, the _____, and 15 other neighbors. For them it's mostly been the small black ants, spiders, wasps, mosquitoes, and ticks. Well anyways, if I can fit you in while my trucks are out here this Friday I'm doing it for more than HALF...OFF... (Pause, wait for the customer to say something)

Customer: "I already have a service."

PERFECT, I figured, you gotta do something out here the bugs are TERRIBLE (drop iPad to side/under arm)

Who are you guys going with?

Customer: "Hometeam Pest Defense."

Now, they come out quarterly for you, right? Gotcha, and they got you at about \$95 a service?

(Assume the frequency of service and price after you learn about a company and know for sure)

Gotcha, now when **HomeTeam** comes out they will knock stuff down from your eaves, **plug into the house to dust the wall voids**, and come back if you have any problems inside, right? (Head nod and wait for yes) Okay, and is there anything else special they are doing for you?

Don't get me wrong, HomeTeam does a pretty good job, but what people who switch from them to us really like is that we upgrade their service down here at the base. Now I know when HomeTeam comes out they'll inject dust into your wall voids from an exterior port on your house right? (Head nod) How thick do you think wall voids are? (Show the size of the wall void from inside to outside) It's about 4 inches from the outside to the inside. The problem is that bugs only have to get through 4 inches of product to make it inside your house. So, what I do differently is use my backpack sprayer to POWER SPRAY 3 feet up and 3 feet out around the entire perimeter of your home. That way ants, spiders, roaches, or other crawlers have to make it through 3ft of product before they even make it to your wall voids, let alone inside of your home. This results in less product and bugs in your home and better protection outside of your home as well.

Okay, I do all of that as well, but honestly, the biggest difference between me and HomeTeam, and I believe this is the main reason that your neighbors have been switching over to me, is because of the work I do out here in the yard. I know for a FACT HomeTeam does not touch the yard and that's the most important part. That is where all the bugs are nesting, breeding, and colonizing. So, what I need to do is granulate 15 feet around your entire home. This will mix in with the soil and flush any bugs even further away. Then I am going to custom spot treat from your front curb all the way to your back fence line. This will take care of any ant hills or other nesting sites on the property. Most importantly though, if I can do my job right out here in the yard, you can come out here and have a bug-free day, but also you won't have to worry about bugs making it to the inside of the home since I got rid of the source.

Another difference between me and HomeTeam is up here in the eaves. So when HomeTeam comes out they will knock down the wasp nests and spider webs, right? (Head nod) The problem with that is that they are only knocking down the nest, not taking care of the actual spider or wasp. So

about a week later, you start to see spiders and wasps popping back up again. What makes me different is I leave behind a dust residue. This will last a full 90 days and prevent any bugs from coming back. That way a week later you don't have to come out here with a broom and knock them down yourself.

Now, you see how I'm doing so much more for you? (Head nod and wait for a yes)

So, if I could make this make sense price-wise, would you let me be your bug guy? (Head nod and wait for a yes)

Great, and when was the last time you were serviced?

Customer: 1.5 months - 3 months ago

Perfect. So it's about time for another treatment. So here's what I can do. Do you have an invoice that shows you're with HomeTeam? (Yes) Great, can you go grab it for me? I just need to take a picture of it and it acts like a coupon, so I can give you a huge discount.

Customer: Today - 1.5 months ago

Perfect. So I don't want to double charge you but I do need to treat the yard, come play cleanup, and get anything they missed. So here's what I can do. Do you have an invoice that shows you're with HomeTeam? (Yes) Great, can you go grab it for me? I just need to take a picture of it and it acts like a coupon, so I can give you a huge discount.

Take a picture

Great, what's the square footage of your home?

Perfect! So, typically for a home your size, if you had to call my office they would get you at 350 dollars for the initial service. I then come out quarterly, so every 3 months, for just 49 bucks a month. It's cheap. But if I can fit you in while my trucks are out here this Friday taking care of your neighbors and I can use that coupon I am able to drop down to just 49 bucks a month and knock off an extra 325 dollars doing the first treatment for just 25 bucks. That also comes with a bug-free guarantee so if you see any bugs in between services, you give me a call and I'll come back and retreat for free.

Now my truck will be out here Friday, you are going to be here Friday, right? Perfect, would the morning or afternoon work best for you? Great, if you're an early bird I have a spot from 8-10 am or I could do 9-11 am. Which would you prefer?

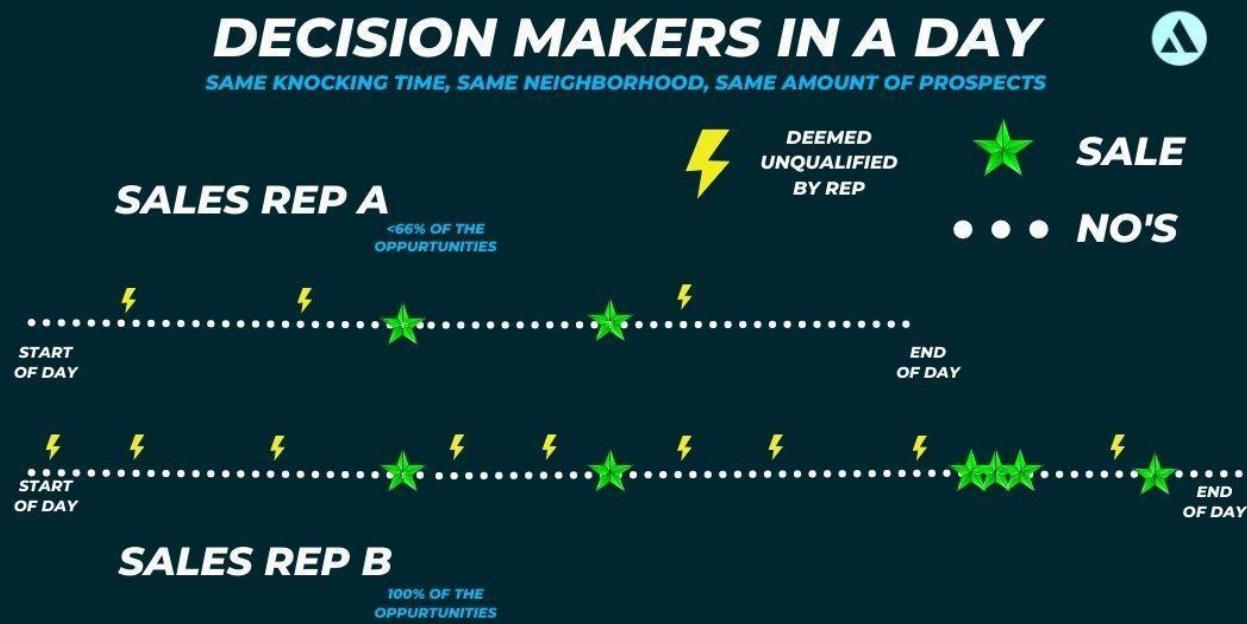
HomeTeam Tips and Tricks

- Customers usually don't sign up for HomeTeam, it comes with their new home. Therefore they have no emotional connection to them.
- Mostly in new developments
- If one house has HomeTeam, a majority of the other houses in the neighborhood probably do too. This is important because you can hedge it (Example: We already have a company. **“Perfect HomeTeam right?”**)
- Sometimes, especially in brand new developments, customers will receive HomeTeam free for a year. Ask them how long into that deal they are, and if it's still a significant amount of time, a smart move is to pitch them on a Mosquito reduction program.

A big advantage for selling to HomeTeam customers is to express that playing defense in the yard is more beneficial than pumping chemicals into the walls. It can be an eye opener for them to think about treating them from the source, rather than only playing defense around the home.

Qualifying Customers After the Intro

In order to play the **Numbers Game**, one must be capable of **Qualifying Customers**. Qualifying customers is as simple as figuring out early in the sales cycle, “Do I have a chance of selling this customer or not?” and comes down mainly to listening to prospects. If someone is not qualifying customers and pitching to those who cannot or have a very low chance of being sold, they are cutting their day’s sales potential into fractions through wasted time and beaten demeanor. A lot of qualifying comes down to inherent characteristics one possesses like being able to read people, pick up on cues, and listen to the customers. Therefore, much of it is uncoachable, however, there are tips and tricks embedded into our sales process which helps us qualify quickly and more accurately. The best of Aruza’s salesforce can qualify a customer within the first 10 seconds, and leave them on a good note, saving 5-10 minutes at that door. The most effective strategy of qualification is to wrap up your intro to your pitch with a call to action (Ex: “**If we can fit you in we are doing it for half off**”). The prospect’s reaction to a call to action through their body language, tone, comfort in the situation, movement towards or away from the door, are all indicators you must account for when deciding whether to take the customer’s form of “**no**” as a soft no or an unqualified hard no. Many soft no’s early in the pitch are invited to keep building interest and value, however, a hard no so early in the pitch is usually a safe bet to unqualify the prospect and move on. Besides getting one or two hard no’s so early in a pitch, another way to qualify a customer is to determine if they are the decision maker or not. Many times you will be talking to nondecision makers, in which they will let you know early on in the pitch. Pitching to nondecision makers is pointless and inefficient, and the best thing to do is to move on and try and catch the decision maker at another time.



Qualified Customers

1. Homeowner or renter (landlord does not pay for it) that makes decisions.
2. Asks a buying question!!!
3. Can afford to spend \$49+ a month on pest control.
4. Currently has a pest control company (they already see the value in pest control and are paying for it).
5. Open and willing to talk to you.
6. Gives a smokescreen, but then opens up.

Unqualified Prospects

Do not waste your time talking to these people. You can sell some of them, but it'll take 45+ minutes and or will put you in a bad mood.

1. Angry/rude People

Deescalate the situation by killing them with kindness and leaving. Leave by saying
“I’ll cross you off the list”

2. Unopen or Unwilling to Talk to You

Give them the cheap synopsis to see if they bite: “It’s 49/month for the inside, eaves, base, and yard treatment. Would you be interested in getting that done?”

3. HARD NO's

People that quickly shut you down, or say not interested in a stern tone.

“I'll cross you off the list”

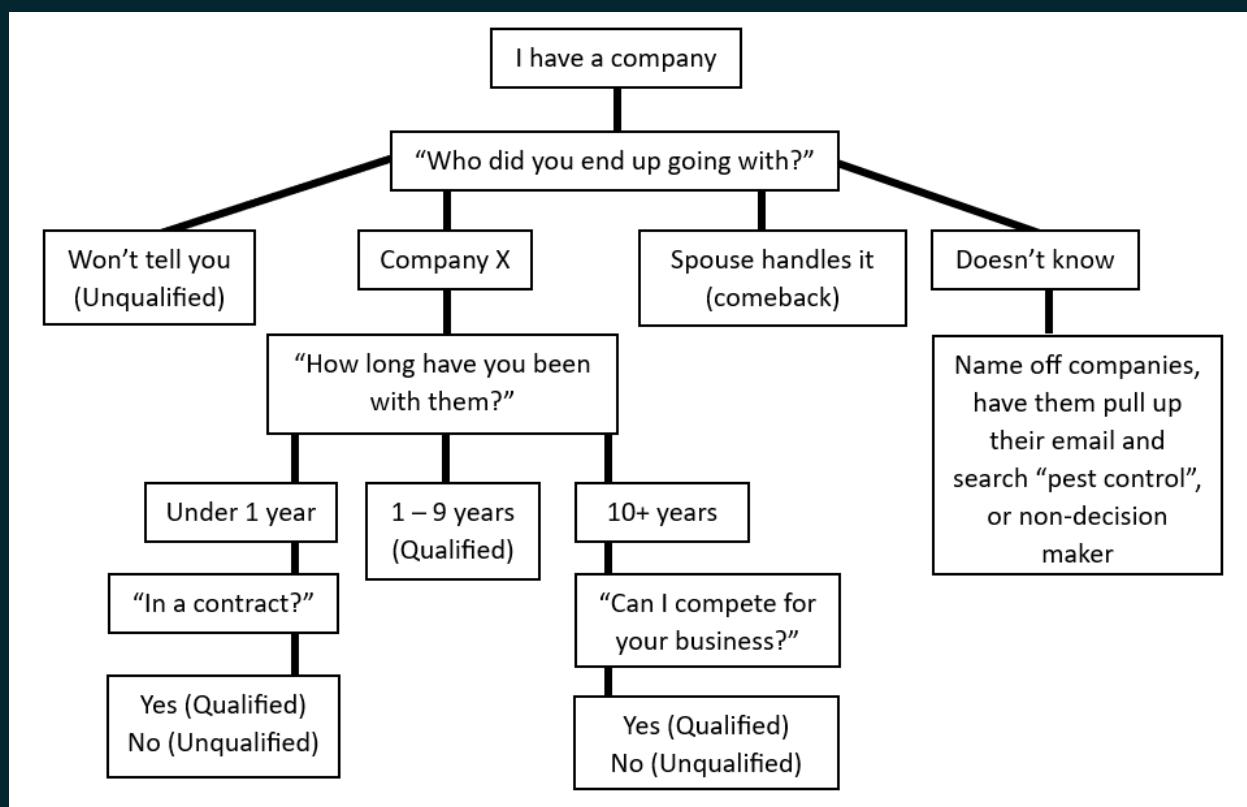
4. Renters - Landlord Pays for It

“Does your landlord pays for it?”, if yes, Unqualified

5. Broke People

If they cannot afford pest control do not sell it to them. The best way to tell is to judge by their home, then by their car. Is the home run down, a trailer, has piles of trash in the yard, has an overgrown yard? If so, most likely unqualified. Does the house look decent, but you are unsure? Look at the cars parked outside. If they have a nice car, then they have disposable income to pay for pest control. If a bad house and a bad car, do not knock.

Qualifying Switchovers (Roadmap)



Use this roadmap to determine whether you should continue trying to switch this customer over or leave and not waste your time/energy.

Unqualified Switchovers

1. Has had a company for less than 1 year = has a cancellation fee
2. 10+ years with a company and didn't ask a buying question or seem interested
3. A family friend does it
4. Loves their current company

When to Comeback

1. Busy people in a visible rush
2. Non-homeowners (kids, grandparents, babysitters, etc)
3. The homeowner tells you the spouse handles it

Leave and come back to talk to the decision-maker at a later time. If you can tell they may not be the homeowner, ask, "**Are you the homeowner?**" If no, ask, "**When will the homeowner be back, after 3, after 5?**", "**Okay, and when they do get home will their car be parked in the driveway, like a red truck?**" In pin notes put after what time the homeowner is home and what car to look out for. This is not a callback.

Buying Questions After the Intro

A buying question is when the customer asks a question showing some sort of interest in the service. These are the majority of people you will sell. The better your intro the more buying questions you will get. Study the roadmap below on how to handle buying questions. Notice the person who is asking the questions is controlling the conversation. When asked a buying question you want to ask a question back that leads the customer into the price.

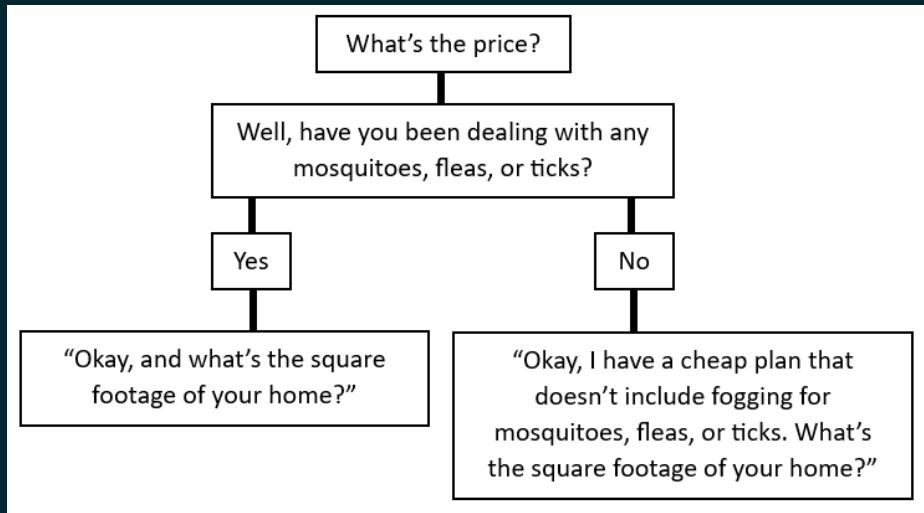
Control the Conversation

The person asking questions is in control of the conversation. Your job as a sales rep is to control the conversation and walk the customer down the sales cycle. Notice below how all responses to a buying question are a question. Also notice how all responses lead back to the price paragraph in a relatively fast manner. Always lead the customer back into the price paragraph after the intro. Do not let the customer control the conversation and lead you into the service paragraph before the price.

Buying Questions

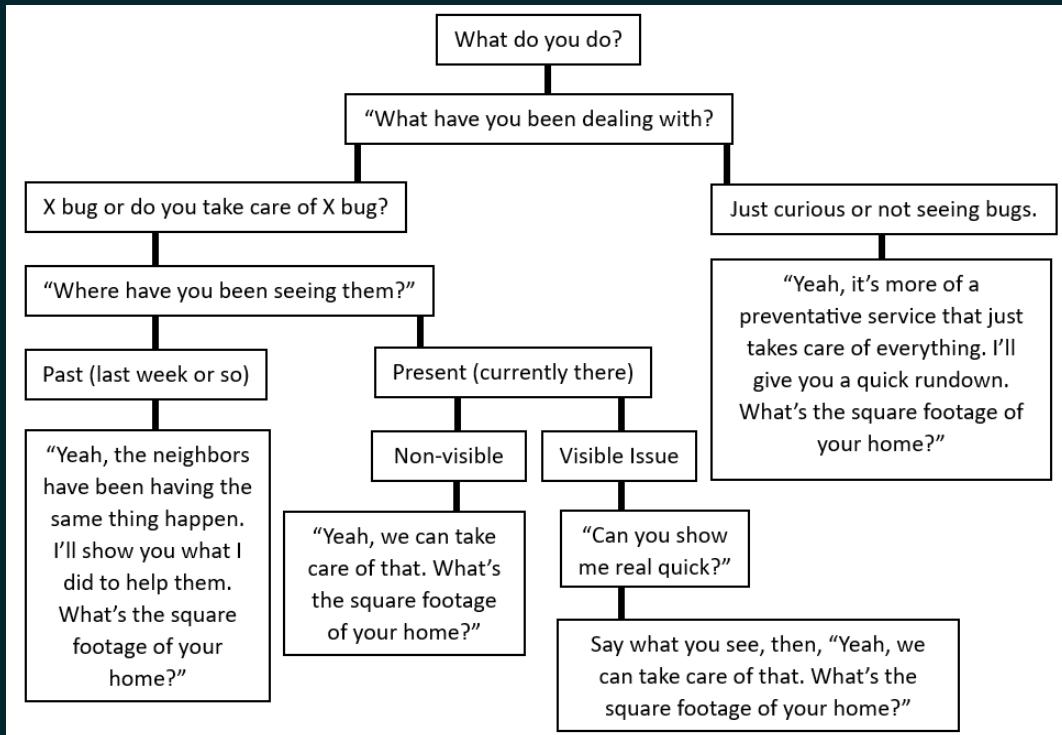
1. What's the price? How much is it? What's half off? Etc...
2. What do you do?
3. Do you take care of X bug?

Buying Question #1 Roadmap



You want to ask, **“Well, have you been dealing with any mosquitoes, fleas, or ticks?”**, to decide either to go into the Pest Control plan or Pest & Mosquito plan based on the prospects response.

Buying Question #2 and #3 Roadmap



If a customer asks, **“What do you do?”**, you can assume that they have some sort of issue. You don't want to just tell them what you do, you want to uncover their problem so you can focus on solving it specifically. Respond with, **“What have you been dealing with?”**, they will either tell you a specific bug or that they were just

curious. If they tell you a specific bug or if they ask if you take care of a certain bug, you can assume they have that bug, so, respond with, “**Where have you been seeing them?**”. Ants, for example, are typically a visible issue found in the yard or inside the kitchen/bathrooms. If you can get in front of a visible bug problem, such as ants, then the chances of selling that person increases dramatically. So if you know it is a visible problem you’ll want to ask for the customer to show you.

However, you wouldn’t want to ask the customer to show you if there is low or no chance of you both seeing the issue like if the customer mentions ants being in the kitchen in the past, like last week, or mentions a non-visible bug issue, like a spider or silverfish inside. The end of each roadmap ends with the sales rep asking, “**What’s the square footage of your home?**”. That is because this question leads the sales rep right back into the price where they need to go.

Through this line of questioning the sales rep learns what issues the customer is having that way after getting through the price paragraph the sales rep can custom tailor the service in order to solve the customers bug problems. For example, if the customer has ants in the kitchen your service structure would want to be inside treatment (to get the ants out), base treatment (to keep the ants out), and yard treatment (to get rid of the source of the ants).

In many of these instances, you should **porcupine** the prospect by flipping the question back into their court.

Smokescreens After the Intro

90% of objections after the Intro are smokescreens. A smokescreen is a lie a customer tells you to hide their true concern or objection.

Reasons customers say smokescreens: they do not like you, they do not trust you, their guard is still up, or you haven’t created enough curiosity for them to want to be engaged.

Examples of smokescreens: “I’m not interested”, “I’m busy”, “Can I have a card?”, “I’m not seeing any bugs”, and thousands of other random things such as “I need to mow my lawn before I get pest control”.

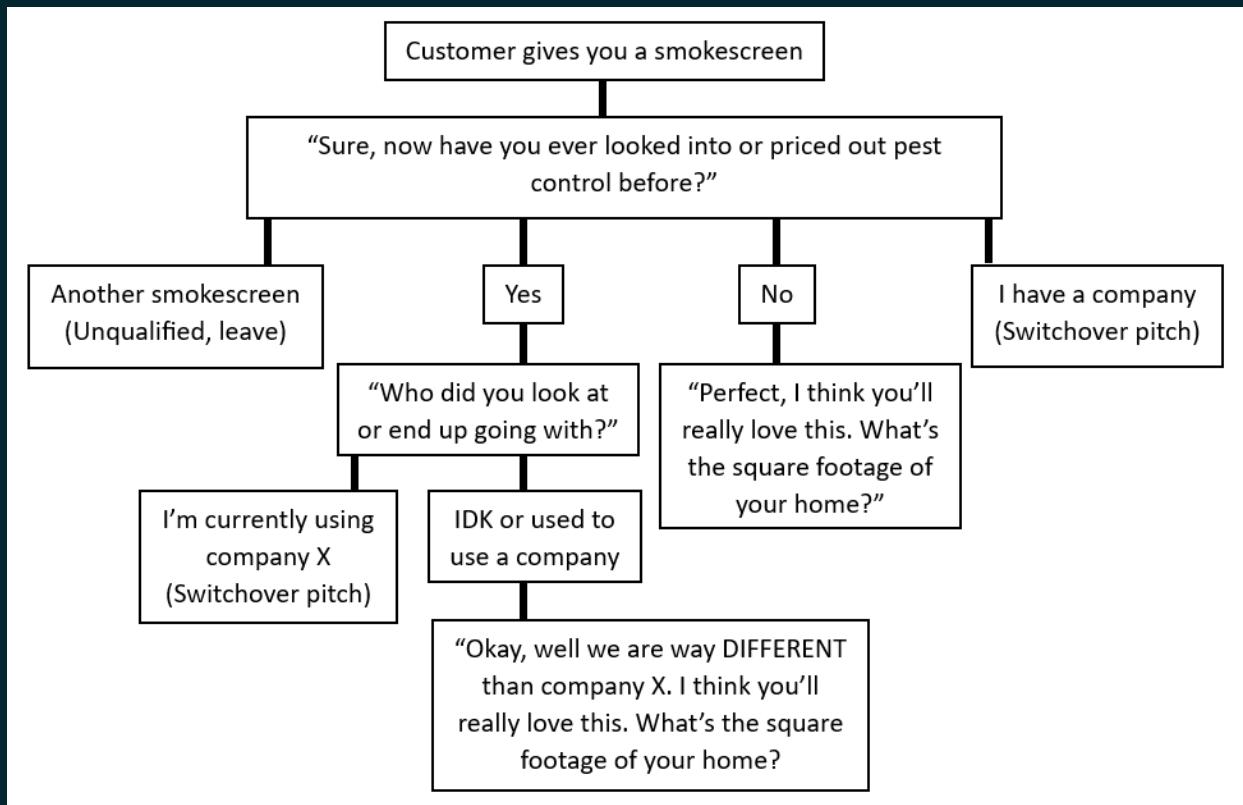
Do not treat these as real objections as you would at the end of the pitch with a paragraph resolve. Remember smokescreens are lies. Lies do not need real answers because all they want is you off their doorstep. Resolving their lie will force them to make another lie to get what they really want.

Real Objections

Rarely are objections real after the intro. If a customer mentions a smokescreen 2+ times it may be a real objection. It can be difficult to tell if a customer is lying or not. Qualifying customers is a skill that is learned by talking to more people. “I’m busy”, is one of the easier objections to qualify as real or a smokescreen. **Real:** The customer is in a rush, talking quickly, frantic, or holding back children.

Smokescreen: The customer is relaxed, not in a hurry, and has nothing going on.

Road-mapping Through Smokescreens



When a customer says a smokescreen, respond with, “**Sure, now have you ever looked into or priced out pest control before?**”. This question redirects the customer and brings the conversation back to the price of pest control. It is very important that this is asked in a genuine and curious tone as if asking this as a very real question that way the customer answers truthfully. If the customer gives you another smokescreen or is not open to talking then this is your chance to unqualify them and save yourself a ton of time by not pitching someone who wouldn’t buy.

This also allows the customer to tell you that they already have a company so you can go into the switchover pitch.

This approach is powerful because sales reps and customers have a conversation that naturally leads the customer into the price without just forcing them into the conversation. When the customer feels as if they are actively participating in the conversation and were not forced into it the chances of them buying highly increase.

Plowing Through Smokescreens

Plowing through a smokescreen is the easiest way to get through a smokescreen. It forces the prospect into a conversation. This method is good for interns their first couple weeks to learn who is qualified and who is not. Forcing people into conversations is more uncomfortable and can waste more time by talking to unqualified prospects.

You can plow through a smokescreen in one or two simple sentences that transition directly into the price paragraph. **DO NOT** pause after acknowledging the objection. **Pausing after answering an objection** without moving the sale forward is one of the most common mistakes of new reps. Not moving the sale forward brings no new value or new information and the customer will repeat the same smokescreen.

I'm not interested.

“Sure, well just so you know what I will be doing for all of the neighbors out here this week. Normally for a home your size if you had to call my office the initial treatment would run...”

I'm busy.

“Sure, I'll make this quick. Normally for a home your size if you had to call my office the initial treatment would run...”

Can I have a card?

“I just gave my last one out. Well just so you know what I will be doing for all of the neighbors out here this week. Normally for a home your size if you had to call my office the initial treatment would run...”

I'm not seeing bugs.

“Yeah, no one is seeing bugs on the inside yet. They have all been out here in the yard. Just so you know what I will be doing for all of the neighbors out here this week. Normally for a home your size if you had to call my office the initial treatment would run...”

I don't like chemicals.

“That’s the best part. All our products are pet and child-friendly. Now, normally for a home your size if you had to call my office the initial treatment would run...”

You’re the 5th person at my door.

“Some of the neighbors have been saying that too. I have yet to catch anyone out here this week. They mention the other guys too, but the reason why they’re going with me is because I’m doing a lot more service wise, for a lot less. Now, normally for a home your size if you had to call my office the initial treatment would run...”

Notice how all answers consist of one or two sentences to acknowledge their concern and then move directly into the next part of the pitch without pausing.

Objections At the End of the Pitch

After all these Resolves, Notice the **RECLOSE** at the end. This is a perfect example of controlling the conversation and Always Be Closing (ABC)

Safety Objections

Safety concerns are buying questions. Be excited when getting this concern. Customers often do not trust themselves to make a decision that could impact the safety of their family. Reassure them that their family will be safe. Our products are pet and child FRIENDLY, not pet and child SAFE. Safe means a child could drink a gallon of it and be fine. That is not the case with pest control products, as with many other products such as Shampoo and Windex. When following product instructions, pesticides are safe to use. Allow products to dry for 30 minutes. This prevents pets and children the ability to consume our treatment and be safe. The Environmental Protection Agency (EPA) assures that all pest control products these days are “**low impact**” or “**minimal toxicity**”, as they only normally contain less than 1% active ingredient. Read the **Pest Control Safety** part of the manual for more information.

Is this safe for my kids/pets?

“That’s the best part! All our products are pet and child-friendly. All we ask is that you leave the dogs inside for the first 30 minutes to allow the products to dry. After that, they can come out and lick the wall or eat a bug sandwich and be perfectly fine.”
(RECLOSE)

Is this safe for my kids/pets? (alternative)

“All of our products are pet friendly and they’re kid friendly too, so you’re not gonna have to worry about it. In fact this is gonna help because we’re gonna take care of the fleas, ticks, wasps, and fire ants so no one is getting clung to, stung, or bitten out in the yard.” (RECLOSE)

2nd safety concern or safety about specific chemicals

“The EPA stamps three different labels on products: caution, warning, and danger. Shampoo has a caution label and as long as you aren’t chugging down a bottle of shampoo you’re perfectly fine. Our products have the same label as shampoo, so you guys will be fine.” (RECLOSE)

Contract Objections

Reasons for contract objections:

- The customer is concerned that our pest control may not work and then being stuck paying for something that doesn’t work. Reassure the customer with the warranty and it solves this concern.
- The customer does not see the need for recurring treatments turning it into a one-time treatment objection in which case explaining the importance of each treatment may be necessary.
- The customer may just not like contracts in general, so explaining why we have one and our warranty may work. Be mindful that a contract can be a deal breaker for some, however, by explaining the benefits of doing the contract (guarantee and discount) you are turning a negative into a positive. Customers may also have an underlying price concern when asking about a contract. Price drop if necessary when this becomes apparent.

Is this a contract?

“That’s the best part! I’m not like those other companies that ask for 2 to 3 years. All we ask is that you give us a shot for the first 12 months and if you ever see any bugs on the inside or outside in between treatments, don’t hesitate, give me a call, and we will come back out to re-treat your entire property for free.” (RECLOSE)

- This answer maximizes other companies' contracts and minimizes ours to seem smaller. Then followed up with a benefit which is our warranty.

Use the resolve below after using the resolve above if the customer still doesn’t want a contract: **“We ask for a trial period of 12 months that way you can see what we do for each season. This first one in the summer will take care of 80-90% of all adult bugs. These adults lay eggs and there is no environmentally safe product to penetrate them. That’s why we have to come back in the fall to break the reproduction cycle, so you do not have new adults and other bugs”**

don't get on your property. Then we come out in the winter. You don't see many bugs in the winter, right? Exactly, that is because they are trying to hibernate in your wall voids or in the soil. We need to treat those, that way you don't have a huge flare up in the spring like you normally do. Then we just come out next spring when all the bugs are coming out again. It is the best time to do it. You get 2 summers knocked out in one year." (Price drop if necessary and **RECLOSE**)

I don't like contracts.

"Some people do not, so I can understand that. Just to be clear, the contract is what allows us to give you a guarantee, meaning you can have us back out as many times as you would like for free. We also have to do it to make up for the large initial discount we are giving you, or else we would lose money. However, if you pay the full price for the initial service, you will be able to get out of the contract any time you would like within the first year."

Spouse Objections (Wife)

After covering this objection 2-3 times and they still need to talk to their wife, set up a time to come back. There is a high chance of this objection being a smokescreen because the customer may be too nice to say "**No**". Make sure they actually want it before making it a callback.

I need to talk to my wife.

"I gotcha. Happy wife, happy life right! Well, I have talked to a lot of wives out here, and if there is one thing I've learned it's that they hate bugs and love a good deal. I'll tell you what, if you can save me a trip from coming back and re-explaining everything over again I'll knock off an extra X dollars off the initial treatment, doing it for just X bucks..." (**RECLOSE**)

I need to talk to my wife. (alternative)

"Of course, is she here? Are you able to give her a quick by any chance? Okay, will she be back this evening? No? I'm sure she's gonna want to get it done, I mean, I have never met a woman that likes bugs, and I'm already gonna be across the street at the Thompsons. If I can fit you in right after, I'd be willing to knock off an additional \$X dollars off the price, just \$X bucks, and that still includes everything, does that sound fair?"

Spouse Objections (Husband)

High chance of this objection being a smokescreen because the customer may be too nice to say "**No**". Make sure they actually want it before making it a callback.

I need to talk to my husband.

I gotcha. I have talked to a lot of husbands out here and if there is one thing I've learned it's that they hate dealing with bugs and love a good deal. I'll tell you what, if you can save me a trip from coming back and re-explaining everything to him then I'll knock off an extra 50 dollars off the initial treatment, doing it for just 49 bucks..." (RECLOSE)

I need to talk to my husband. (alternative)

"Does he make the financial decisions around here or do you both make those decisions?"

Customer: "Yeah he does." (set up a comeback to talk to him later)

Or Customer: "No we both do."

"Great, now if you told him you decided to do this to protect your family, the investment of your home, and your yard would he rip your head off?" Customer: "No" "Great." (RECLOSE)

Spouse objections can be **tricky**. If you're not too deep into the pitch and have faith that they need the service, AND will be available for a callback, it might not be a bad idea to have them both there to make the decision. This can sometimes prevent cancellations from one's spouse getting mad at them for making the decision without them. While selling, you will encounter this as well as your callbacks not answering or being home. With experience, you will become better at using your instincts to make the right decision when facing this split in the road.

Card/Flier Objections

This is at the end of the pitch, not at the end of the intro. If a customer asks this when you are asking for their payment information, give them a card because they are wanting reassurance that they can trust you and the company.

High chance of this objection being a smokescreen because the customer may be too nice to say "No". Use these objections as a great opportunity to **BUILD URGENCY**.

Can I have a card?

Yeah, but since I am taking care of so many neighbors out here I'm saving a ton on gas and labor. You can call my office anytime and get the original price for 350, but if I can fit you in this week like I said I can knock off 250 dollars doing it for just 99 bucks. Now, I do want to earn your business. Just to make the decision easier I'll knock off an extra 50 dollars off the first treatment and do it for just 49 bucks.." (RECLOSE)

Can I have a card? (alternative)

“I can give a card, but if you call the office they are gonna charge you full price. That’s exactly why I’m here... because my trucks are already gonna be here, and that’s why I can give you that HUGE discount. You are going to save money by getting treated along with the other neighbors.” (Price drop if needed and RECLOSE)

Credit Card Objections

The biggest reasons reps get Credit Card objections:

- The first is lack of confidence. When asking for a credit card, be direct and confident. If you are unconfident in your pitch, how can a customer be confident to give you their Credit Card information?
- The second is over-explaining. Reps will go on explaining why they need the Credit Card today before they even get a Credit Card objection. Over-explaining seems sketchy like the rep is trying to cover something up.
- The last is a lack of trust. Trust is built throughout the pitch by being confident, credible, controlled, and an expert in your field. If you make it to payment information and the customer does not trust you they will not give you their Credit Card information.

How to ask for payment: **“Now, do you want to use credit or debit? Great, could you go get that for me?”**

OR

“Now we usually only take voided checks, but a lot of the younger neighbors don’t even know what that is, so if we need to we also take cards” This creates the illusion that using a card is a 2nd option.

The customer may try to hand you their Credit Card. Ask for them to read it off to you this way you are both doing something and it prevents the customer from having the time to overthink their decision.

Common Credit Card Objections

Do I have to pay today?

“Nothing is due today, however, I do have to put a payment on file. Do you want to use credit or debit?”

Can I pay when the technician gets here?

“Yeah. You won’t be charged until my technician services your home, but I do have to put a payment on file to hold your spot. Do you want to use credit or debit?”

OR

“It’s like booking a hotel. We just need a payment on file, but nothing will be charged until we come out and service your home. Do you want to use credit or debit?”

OR

“I deal with setting up all new customers. Unfortunately, my technician doesn’t have an iPad to put your payment on file. To finish getting you set up we’ll just need credit or debit.”

Can I pay cash?

**“No, we can do credit, debit, or a voided check. Which works best for you?” OR
“Unfortunately we do not take cash. We used to in the past, but it was a massive liability for our technicians to carry around thousands of dollars and a hassle for our customers each month. Now we just use credit or debit. Which works best for you?”**

Can I pay with a check?

“We don’t accept written checks every month, but we do take voided checks. It’s an automatic bank draft that saves us on credit card transaction fees. If you have a check you can write “void” across it and we can do it that way.”

I don’t like giving out my information.

“Yeah, all of your neighbors have been giving me credit cards to put on file. That way if there was an unauthorized charge, which there won’t be, the credit card company would be liable to reimburse you. Can you go get that for me?”

- This is a trust concern. If trust was lost or never created this is a difficult spot to rebuild it. Try showing **ONLINE REVIEWS**, our **BBB RATING**, or other customer agreements showing you are not able to see their payment information.)

Scheduling Issues

“You are going to be here tomorrow, right?” If the customer says **“No”** it is usually due to their work schedule, so either work around their work schedule or schedule them for Saturday.

Schedule around work: “I gotcha, I assume you are working tomorrow?”

Customer: “Yes”

“Great, do you typically get off around 4 or 5?”

- Depending on the answer you may be able to schedule them after they get home from work

Schedule for Saturday: **“I gotcha, most of the neighbors are working too, so I have a truck coming out here Saturday as well. Would Saturday morning or afternoon work best?”**

Bypassing Scheduling: If finding a time to schedule the customer is difficult, try bypassing scheduling. Set them up and then find a time to schedule them once they are more committed.

“Now, you are going to be here tomorrow right?”

Customer: “No”

“That’s fine. I have trucks rolling through here constantly, so we can find a time that works with your schedule and I can make sure you get that discount. Now, what was your first name?” (Start filling them out)

Scheduling Out: This is a last resort. If it is seemingly impossible to find a time that works with them in our available routes, find out when in the future works for them. You may have to write when they are scheduled in your notes and schedule them when the route becomes available.

Price Clarification

Customers will ask when you don’t properly explain the price or they didn’t understand it. Price is a negative subject, so when restating the price always follow up with the warranty which is a positive. If this happens often to a rep it is because the rep does not properly convey the price to the customer in the pitch.

The solution is to show the price sheet, talk slowly to make sure the customer understands, and change the wording back to the original written pitch.

What is the price again?

(Repeat the price paragraph, showing the price sheet, and then build value again with warranty.) **“Yeah, so typically for a home your size, if you had to call my office they would get you at 375 dollars for the initial service. It’s then just 89 bucks a month. It’s cheap. But if I can fit you in while my trucks are out here this Friday taking care of your neighbors I will knock off an extra 275 dollars. Doing the first treatment for just 99 bucks and the best part is if you ever see any bugs on the inside or outside in between treatments, don’t hesitate, give me a call, and we will come back out to retreat your property for free.” (RECLOSE)**

Winter Objections

Roaches and mice are active in the winter. Mention this if they have roaches or they are near the woods where mice may come from.

Why do you come during the winter?

“Good question! You don’t see bugs in the winter, right? Exactly. That’s because as it gets colder they move to warmer places like under the soil and in your wall voids. This is where they hibernate. So we need to come out to prevent that and that way you won’t have a big flare-up in the spring like you usually do.” (RECLOSE)

Why do you come during the winter? (alternative)

“That’s when I do the most important treatment. In the winter time, a lot of insects are harboring under the slab, deep into the ground. If we can prevent them from getting down there and breeding, it makes the biggest difference for the next summer. As the summer comes next year, you’ll see a lot less of the pests because we’ll have disrupted that winter egg cycle.” (RECLOSE)

Expense Objections

It is just too expensive.

“Yeah, we are a premium service. We aren’t the cheapest company, but we also aren’t the most expensive. I will tell you every other company just plays defense and only treats around the home. You’ll still have the same problems because no one will treat the yard where all the bugs actually come from. That’s why everyone has been going with me because I play offense and take care of the actual source by treating out in the yard. Now, I do want to earn your business.

Just to make the decision easier I’ll knock off an extra 50 dollars off the first treatment and do it for just 49 bucks.” (RECLOSE)

It is just too expensive. (alternative)

“Have you priced pest control before? (answer). In comparison to many of the other services in the area that just do the base of the home, we are actually giving you three times the value for the same/less money. We are also one of the only companies to re-service for free if you ever see any bugs in between services.” (Price drop if needed and RECLOSE)

It is just too expensive. (alternative)

“It’s not, it’s just over a buck per day for unlimited services. Especially if you have looked at major companies like Terminix. We are saving you over 100 dollars for the year already and because I do want to earn your business and I’m proud of what I do, I will knock off an extra \$X dollars for you tomorrow, do it for just \$X bucks, does that sound fair?”

Sometimes the price concern is with the recurring charge and you may want to price drop that. This objection comes in different forms you may need to decipher. Examples: “I would do it, but my lawnmower just broke and I need to buy a new

one.” This is a signal to price drop the **initial treatment** as they will have an upcoming expense. “I would do it, but I already have so many bills every month.” This is a signal to price drop the recurring charge.

No Bugs Objections

People have different bug thresholds. Someone who has lived in the country their whole life could see a spider a day and say they don’t see bugs while someone who has lived in the city their whole life could see one spider and it would be the end of the world. People with a high bug threshold are the ones with houses covered in bugs and they say they don’t have a problem with it.

I’m not seeing many bugs.

“Yeah, a lot of the neighbors haven’t seen much on the inside yet. It’s mostly been on the outside. When it comes to pests it’s not a matter of if they come in - but when, a lot easier and cheaper to prevent them from coming in than it is to get them out.” (Price drop and **RECLOSE**)

One-Time Service Objections

The Reasons customers want a one-time service: they want to see what we do before committing to a year (in this case go over our **warranty**), the recurring price may be too expensive (in this case price drop recurring), they don’t understand why they need multiple treatments (in this case explain the importance of **each treatment**).

Can I just get a one-time service?

“Yeah, we actually used to do that, but what we found is that every customer was unsatisfied. The reason being is that bugs lay eggs underground and there is no environmentally safe product that can penetrate their eggs. So, they will hatch and you will have the same problem and That’s why we have to come back out.” (Price drop if needed and **RECLOSE**)

Can I just get a one-time service? (alternative)

“Unfortunately, we don’t do that. All we ask for is a trial period of 12 months, that way you can see what we do for each season. This first treatment in the summer will take care of 80-90% of all adult bugs. These adults lay eggs and there is no environmentally safe product to penetrate them. That’s why we have to come back in the fall to break the reproduction cycle, so you don’t have new adults and other bugs don’t get on your property. Then, we will come out in the winter, and You don’t see many bugs in the winter, right? Exactly, that is because they are trying to hibernate in your wall voids or in the soil. We need to treat those,

that way you don't have a huge flare up in the spring like you normally do. Then, we just come out next spring when all the bugs are coming out again because it is the best time to do it. You get two summers knocked out in one year." (Price drop if necessary and RECLOSE)

Can I just get a one-time service? (alternative)

"That would be doing you a disservice. just like if you were to get sick and the doctor prescribed you antibiotics, your doctor wouldn't just give you one pill - He'd say, 'Now, sir, you have got to take one pill per day for 14 days to get the virus out of your body'. The same thing is true in pest control, we can't just come out once and not expect the bugs to come back. We would like your business for just four seasons to break down the breeding cycles of the bugs, nothing long term, but of course, we hope to keep you for as long as you're in your home." (RECLOSE)

Research Objections

A good way to cover this objection is pulling up **Google Reviews** and our **Better Business Bureau Rating**.

Reasons people want to research:

- They don't trust you.
 - It is hard to rebuild trust once it is lost. Try showing company reviews and the BBB A+ rating.
 - Develop a more confident pitch to gain trust.
- They don't trust the company.
 - Show company reviews and the BBB A+ rating.
- They don't trust the products.
 - Treat as a safety objection.
- They don't trust themselves.
 - They don't feel like they know enough about pest control to make the right decision on the spot.
 - Show company reviews and any/the other people who made the decision. (bandwagon)
- They want to compare prices/shop around.
 - Refer to expensive objections or shop around versions above.
 - Explain why we cost more by doing the yard and price drop.

I want to do my research.

"Smart buyer! Check this out. I have a 4.9 out of 5 stars on Google reviews with over 1,500 reviews. And I don't have 1,500 cousins to leave those so that's how you know we are doing our job right and getting rid of people's bugs and that's with a 100% guarantee. If you happen to see these bugs coming back in between

our services just give me a call and we will come back out here for free to retreat your property.” (Expand on safety, company info, or price drop depending on the reason they want to research) (RECLOSE)

I want to do my research and shop around.

“Well, I’m glad that you’re in the market! Today, I’ve switched over a ton of your neighbors from all these other companies such as Terminix, Orkin, and also HomeTeam. The reason why so many people have been switching to us is because we do a lot more for you, and we do it for less. Tell ya what I’ll do... I know you’ll love the service and see a difference when it comes to the treatments that we provide. If you’ll let me, I’m going to go ahead and drop your initial all the way down to \$X bucks.” (RECLOSE)

Cancellation Objections

Can I cancel the service?

“Yes, we just ask that you stay with us just for the first 12 months. If you must cancel before then, all that we ask is that you pay back the discount that we gave you on the first service. However, if you do ever see more than the occasional bug between the/your services, after the first 14 days, we encourage you to call us so we come back out and re-treat your property for free.” (RECLOSE)

Can I cancel the service? (alternative)

“Good question, we do ask that you be with us just for the first year. We NEED to do a service for each of the four seasons, that way we are making sure that we are protecting your home year-round from seasonal invaders and making sure that there are no issues that will come during summer time. After the first 12 months, it’s up to you if you want to continue, most people will be with us as long as they’re in the home.” (RECLOSE)

DIY Objections

I do it myself.

“Great, What products have you been using? (answer). Have You just been going around the foundation and just hitting them when you see ‘em, basically? Yeah, a lot of the neighbors were doing the same thing, and it gets the job done on contact when you need it to. The reason they like me is because what I’m doing is a lot more effective. When I come out, instead of just killing what I see , I’m actually going to be breaking the egg cycle of all the different bugs, so that they are not breeding on your property for a long period of time.” (RECLOSE)

I do it myself. (alternative)

“I’m glad that you’re doing something. In pest control, there are three types of products: contact kills, baits, and repellents. Both bait and repellents are a lot more expensive, but they are also a lot more residual than the products that you can get at the store and They last 3 months, even through the weather. The best part is that we guarantee these results. so, if you ever want or need a free

re-service, we’ll come right back out within two days, just as we would if you ever started seeing more than the occasional bugs after the first 14 days. By choosing us, we’re going for effectiveness over the long term, at a similar price.” (RECLOSE) (DIY customers are usually sticklers on price so it might be your best option to straight up give them your second to best price on the first drop then go as low as you can for the second)

Bee Objections

Do you take care of bees?

“Are they the big carpenter bees that eat through the wood or are they honey bees?”

Carpenter bees.

“Yes, we take care of those! Where are you seeing them? Gotcha, I’ll put that in my notes and we’ll dust in the holes. This will take care of the eggs in there and any adults that are traveling in and out.” (RECLOSE)

Honey bees.

“Bees are technically protected by the state to help pollinate, so legally we cannot. However, if you ever see any wasps, mud daubers, or hornets, give me a call, and we’ll come right back out to retreat your entire property for free.” (RECLOSE)

Notice how a **negative statement** is followed up with a **positive statement** before reclosing. Aruza cannot take care of honey bees, so mentioning the most similar bug to honey bees and the warranty on that bug is a good positive.

Rain Objections

Most products we use are prepared for rain (examples below)

- Delta Dust
 - 100% waterproof. Will not clump or absorb moisture.
- Demand CS Liquid Application
 - Micro-encapsulated solution, that leaves thousands of microparticles that bind to the surface offering long-term protection while being waterproof.
- Bifen XTS Liquid Application

- Oil-based that provides water resistance.
- Talstar Xtra Granular
 - Clay-based which allows it to fully dissolve into thousands of microparticles in less than a minute after coming in contact with moisture.
- DeltaGard G Granular
 - Base is Deltamethrin which will not clump or absorb moisture.

What if it rains?

“That’s the best part! Instead of using a product that would just wash away with the rain, we actually use a micro-encapsulated granular. This granule activates with the moisture and will continue to protect your yard no matter what the weather conditions are.”
(RECLOSE)

Plant Safety Objections

Will this hurt my flowers/plants/grass?

“That’s the best part about the products that I use! they are botanically derived, meaning they will not harm, kill, or burn your greenery.” **(RECLOSE)**

How would this affect my vegetable garden?

“ We would not treat your vegetable garden, nor would it be legal to do so. We will treat a good distance away from your vegetable garden to protect it from aphids, slugs, and snails.” **(RECLOSE)**

Exotic Birds, Snakes, or Fish Objections

Find out if their animal is located on the inside of the home and, if so, our normal routine exterior service will have no effect. If they have fish located in a pond outside, let them know that the service technician will treat it at least twenty feet away from the pond to avoid any worry. These types of animals are very sensitive to the products we use. Please put what type of animal the customer has and where it is located in the permanent notes section on the agreement. That way the technician will see it and can bring it up with the customer for reassurance at the time of the first service.

I have a Koi pond.

“No problema, where is it located? Okay, I will put that in my notes and my technician will treat it at least twenty feet away from the pond to avoid any worry.”
(RECLOSE)

Renter Objections

I am a renter.

“Oh, I didn’t realize that! In that case, I can give you our renter’s discount, which is a \$X initial and a \$X monthly, and that’s still for everything.” (RECLOSE)

If they object again, it is probably because they think their landlord might already do it for them, or that their landlord might be open to providing the service. If that is the case, respond:

“The reason we give a discount to the renters here is because we know that once the landlord has you paying rent, they aren’t really willing to help out with anything extra, that’s why we do it for so cheap”.

If they say that the “landlord already covers it”, it might be time to move on, but it doesn’t hurt to try and close one more time.

“Sure, some landlords will have a partial service done once or twice a year for their tenants’ peace of mind, But only you know if that has actually taken care of the bugs. While I’m here, the best that I can ever do is *drop the price*, does that sound fair?”

Do It Yourselves

The DIY prospect is one of the trickier prospects to sell. Many people, especially men, enjoy knowing how to and are proud that they take care of things around the house themselves instead of paying for a service. This is why it is important to feel out how receptive they are to you and what you are offering. The way to tell if the prospect is not receptive and essentially unqualified is if they give you two hard no’s. One when they first tell you, and another if they say it again while you are trying to overcome the objection.

Before pitching a DIYer, you have to understand them and how you can **HELP** them. First and foremost, DIYers usually experience some of, if not all of, the following:

- They Take pride in their work
- They Like to save money
- They’ve Had a company in the past that didn’t work out

It’s important to also note what else they might care about. this way you can share with them the information you have and how using us would actually **BENEFIT** their current situation.

Typically, homeowners also care about their:

- Kids
- Spouses
- Pets
- Time

- Health

It's your job to find out which one's most important to them, and if you don't know, just ask.

Smooth Transitions are a great way to grab a DIY's attention and buy yourself more time! Below are some examples of how you can set off some emotional light bulbs through Transitions after Road Mapping a DIY'er and lead them into the Price Sheet.

Example 1:

“Do you have any kids?”

Customer: “Yes! I actually have three!” *excited tone*

“Sounds like you care a lot about them? I’m sure that the last thing you would want is for these bugs to take away any happiness or time you could be spending with them, so I’ll show you what I did for Lisa.”

Example 2:

“Do you have any kids?”

Customer: “Yeah, unfortunately.”

“HAHA! They get on your nerves sometimes.. I feel you, man, kids can take a lot out of you. I’m sure you’d love to do something for yourself for once, so I’ll show you why John decided to give us a shot.”

Benefits to Sell DIYers On

Product amount

Aruza uses way more products than normal DIYers. On YouTube, if you search, “Aruza Pest Control DIY Pest Control [How To Do Your Own Home Pest Control]” you can watch a video that compares how much work a DIYer would need to do compared to Aruza’s service.

Product effectiveness

Most DIY products are **kill on contact** only, which means that they don't do anything to prevent pests coming back. We use commercial grade products that can only be purchased with a license, have residual effects that last a full three months, and they are more focused on **breaking down the egg cycles** than providing a quick fix.

Warranty on our service

We guarantee our products and the results. What that means is that if they are still seeing more than the occasional bugs, after the first 14 days, then we will come back out for free and re-treat the source of the issue. If the wife sees a spider then she can call us instead of yelling at her husband.

Safety

Most store-bought pesticides are typically handled incorrectly and can end up being harmful. The prospect will not have to keep chemicals around their family members or pets and risk exposing themselves to the chemicals. In contrast, we use pet and family friendly products, handled by a licensed professional.

Convenience

Prospects won't have to spend any of their precious free time on the weekend or after a long day of work spraying for or treating bugs. If they see any bugs in between services, they can call us and we will handle it. Free time is money for most working adults, so many of them will be willing to pay money to have the task taken off of their hands.

Service

Most DIYers don't treat the yard or the eaves of their home, which leaves us with a lot of potential value that we can add with our service.

DIY Objections - In Objections, Smokescreens, and Buying Questions Section of the Manual

LAMA Method Concerns/Objections

Appear Assertive: be very assertive in regards to how you talk about the service and how you overcome objections. The key is to quickly, but rationally, overcome the concern. This means that you want to be as brief and as clear as possible, while at the same time giving a rebuttal that makes perfect sense. This makes you an expert, and the more decisively you act, the more credible you appear. You want to come across as if you have heard the concern plenty of time's before and have a "no big deal" attitude when giving your response. If you're long-winded with your response or you don't have an assertive attitude, then you are much less believable.

LAMA METHOD



Listen
Acknowledge
Make a Statement
Ask a Question

Customer: "Thank you for explaining everything, but we just can't afford it" **Listen** - Actively listen to what the prospect is saying by using subtle head-nods and a caring attitude.

Acknowledge - “I understand that your budget is tight for these kinds of things.”

Make a Statement - “I know that you mentioned the ants, and we would love to take care of all these things for you this upcoming year.”

Ask a Question - “If I can maybe get you an even steeper discount, would you be willing to give me a shot?”

Business and Sales Ethics

The most important part of an emotional gateway into a sale is trust. There is not a single way that lying is ever an advantage or acceptable in sales. If you are caught telling a lie or an obvious exaggeration, your credibility with that prospect can be vaporized. If someone has a question that you do not have an answer for, instead of trying to look like a hero and guess at an answer, you would be better off telling the prospect that you don't know and that you can get back to them with an answer.

Prospects can smell your BS. In addition to losing the prospect's trust, you are hurting yourself. It is important to have a strong core value system while selling. If one can sell the right way, without lying or manipulating (not explaining things clearly or leaving vital information out), then one has more power than other salespeople. What I mean by this is one has more credibility, can look the customer in the eyes, tell the truth, and do the entire sales process the right way and thus will be more likely to come off as trustworthy (because they actually are) and are much more likely to get sales. In addition to honesty, it is important to be polite and courteous to prospects - no matter who they are. Never show your **frustration** to prospects or tell them off, this type of behavior, along with **lying**, will not be tolerated at Aruza..

Credibility and trust will work hand in hand when increasing your likability. All of these things have a direct impact on Aruza's brand image in that moment and also long term. If a salesperson's actions result in a negative review, they are not just hurting themselves by getting fired, but also all their teammates and peers who rely on strong reviews for customer trust in the brand.

Level Up

Beginner - The beginner level is someone who is able to get 0-2 sales every day. This salesperson usually is able to close the “lay-downs”, those who have either been looking for pest control, or those who are easily persuaded to have the service. These sales reps are hitting just as many doors as an intermediate or advanced seller, but are essentially “taking orders” from customers who verbally express they

are interested in the service from the beginning of the interaction and are easy to walk through the sales process with minimal to non-existent concerns or objections. Luckily, with Aruza, the beginner rep should be able to sell some lay-down Pest & Mosquito accounts in the same manner as well, increasing their daily opportunity to make sales. Beginner sales people are too unconfident or too unwilling to learn and practice the switchover in order to convert people who have a company or overcome more advanced objections.

Intermediate - The intermediate level is someone who is able to get all of the same “lay-down” sales between Pest Control and Pest & Mosquito Guard accounts that the beginner is able to get, but stacks his or her sales up by being able to sell switchover accounts. An intermediate rep should be able to sell just as many switchovers as they are startup accounts, placing their sales per day between 2-4 accounts. It should be the goal of every beginner rep to memorize, practice, and master the switchover pitch in order to be able to sell at this pace and soon attempt to “level up” to an advanced seller.

Advanced - The advanced level is someone who can get the “lay-down” Pest Control and Pest & Mosquito Guard sales, and the switchovers at a higher closing percentage than the beginner or intermediate sales rep. They are also able to lower sales resistance at the beginning of interaction by coming off as a calm, confident, competent, environmental service professional, and “expert” in the industry and are excellent at mirroring the prospect and connecting with them. Advanced reps are able to qualify much more intuitively and quickly, and thus talk to more decision makers in a day than anyone else. They know within the first 30-60 seconds of interacting with a prospect if they are likely to buy, and have the discipline to move on to more opportunities if they sense that the prospect is not in the market for either service or is insistent that they are happy and loyal to their current company. Once a prospect is qualified, the advanced seller has a high chance of closing the prospect and is able to navigate the sale confidently, and assumes that the prospect will buy in their mind. In addition to this, advanced sellers are extremely confident and quick on their feet when it comes to more complex objections and concerns customers have and are able to overcome multiple objections and concerns and close with ease repeatedly without coming off as “pushy”, but rather pleasantly persistent.

Most Common Places That Reps Struggle to Stay on Track

1. Trial Close to Price Failure

Customers will say anything under the sun that will potentially throw a sales rep off of the straight line after a trial close. Example: “**That sounds good, but I haven’t mowed my lawn yet**”. An inexperienced sales rep will acknowledge what a customer said, over-explain, or go off on a tangent, and never make it to the price. A good sales rep would acknowledge what the customer has said with one sentence and redirect into the price, “**Mowing or not mowing your lawn doesn’t impact the work we do at all. Now, normally if you called my office the initial price for a home your size would be...**”

2. Close and Objection Looping Failure

Sales reps will get a question, a concern, or an objection most of the time after closing. It is the job of the sales rep to resolve this concern and then reclose. If the sales rep fails to reclose then the customer will present another question, concern, or objection. Many sales are lost because the sales rep forgets to reclose.

“Well Anyways”

Using the transition “**Well anyways**” is a simple and effective way to gear the conversation **Back on Track** or **Progress** the conversation down the straight line method.

Examples:

- Transition down the straight line- “**WELL ANYWAYS, if I can fit you in while my trucks are out here this Friday I’m doing everything for more than HALF... OFF...**”
- Off Track during Pitch- “**WELL ANYWAYS, what this does is creates a barrier around your home, keeping the pest outside where they belong.**”
- After Icebreaker- “**WELL ANYWAYS, my name is _____, I’m the route manager for Aruza pest control.**”

The Cheap Synopsis/Elevator Pitch

If you run across a prospect who, very firmly, gives you two no's in the beginning of the pitch, it's wise to give them the "cheap synopsis" before moving onto the next door. Many times when prospects dismiss you at the beginning it's a knee-jerk reaction for them and they actually might be in the market. Instead of being pushy and steamrolling over them to continue your pitch (a losing strategy), instead say: **"Well, hey, I'm out here sweeping your whole house down, treating the base, landscaping, and doing the full yard. It's just 50 bucks!"**

This is what some people in sales refer to as "**throwing a bone**". 95% of the time the prospect will politely say, **"No, thank you."** because you didn't take up too much of their time and they know you are just quickly telling them everything, not pushing through a sales pitch. Once and a while you will capture their attention with a feature of your service or with the price. If they do ask you a question you can get back into your full pitch and then try to close the sale while saving one more price drop!

Types of Questions

Open Ended

A question where the response can be anything the prospect wants. Typically, this encourages the prospect to start a conversation. Open ended questions are great for report building and should be used often when going through the agreement. By building rapport in the agreement, it takes tension away and builds more trust so the prospect will sign off and give payment without hesitation. **(how long have you lived in the home?), (what do you do for a living?), (are you the green thumb of the family?), (do you have any kids?), (what kind of dog do you have? What's his or her name?)**

Closed Ended

A question where the customer is encouraged to respond with a yes/no answer, or a range of questions that you provide. Typically, this type of question is used to validate information. An example of this is the more advanced strategy of head nodding while doing a response check after talking about a certain benefit of the service. **(Does that make sense? / Do you see how that helps?)**

Tie Down

A question at the end of a sentence that demands a positive response. Do not use a tie down question more than once in your entire sales pitch because if repeated more than once, it can come off as pushy or aggressive. However, when using it just once, normally as a last resort, it can be very effective when you are struggling to close a prospect. (**“switching and getting three times the service makes sense, doesn’t it?” If I can call my manager and possibly get you a free mosquito service and shave some money off your quarterlies, this would make sense then, wouldn’t it?.**)

Alternative Choice

A question where either answer to the question is a positive step forward towards their agreement on purchasing your service. (**I have a 1:00 pm and a 3:00 pm in between my services tomorrow, which works best for you?**)

Porcupine

When you answer a prospect’s question with another, well-crafted question. If your response question is not well-crafted, then you will sound like you are trying to be sarcastic. Just imagine if the prospect threw a live porcupine in your lap, you need to get it off of you and throw it right back at them. Again, this technique can only work for certain questions, so if you do this with the wrong question, or do not have a well-crafted question to respond with, it will hurt you more than it will help. (Customer: “Do you guys do the inside of the house?”, **Sales Rep: “Would you like us to go inside for you when we come out?”**, Customer: “Yeah! if it’s possible”, **Sales Rep: “Okay, let me make a quick note of that... typing in the note... what’s your last name? [assumptive close]”**.)

If-Then Statement

The if-then statement is the golden goose of **closing after overcoming an objection**. It’s important in sales not to be the “Yes ma’am, yes sir” rep who immediately gives the customer what they want or immediately lower the price. You want to do this to help tip the scale for the customer to buy, but the key is to ask for the sale in return to helping them out. Give and take, don’t just give, it’s too easy for the prospect. You need to make a bigger deal, make it seem painful, and ask for the sale in return. (**“If I can get you on the route, Then I can add in a free garage treatment for you.”**)

Area Management

Christmas Tree Approach

Day 1

- Knock half of neighborhood-all signs of life in morning and evening
- Take solid knocking notes
- Finish Day 1 Callbacks

Day 2

- Knock other half of neighborhood-all signs of life in morning and evening
- Finish Day 2 Callbacks
 - 66-70% of the neighborhood should be finished (homeowners may not be home for the first two days in a neighborhood)

Day 3

- Finish knocking neighborhood completely
- Finish Day 1-3 Callbacks
- Finish neighborhood with only Red and Green marks



Callback



Not Interested



Sale



Not Home

Effective Routing

Effective routing in the pest control industry solely relies on **you**, the salesperson. Customers in the same neighborhood = ability to schedule on the same day or back to back, saving on **time** and **costs**. Because of these savings, we can offer the

discounts we give to the customer. One mistake or ineffective placement of a customer within Aruza's scheduling system could create many problems, including mass cancellations or reschedules. It is key to remember these primary principles when scheduling customers:

1. You will be placed in neighborhoods next to your fellow teammates which gives you the ability to sign and schedule customers in a tight knit location. Why is this important? Scheduling customers within a tight knit area reduces travel time for technicians, builds brand awareness, allows for more services to be carried out in a day, and ultimately allows for you, the salesperson, to give the discount to new customers on the doors because Aruza saves money as a company. However, keep in mind that drive time between you and your teammates' neighborhood could be 15 minutes or more creating issues in scheduling.
2. Your individual goal, as a salesperson, should be to schedule customers effectively and avoid rescheduling all together. This means you should schedule customers in the earliest time slot available as well as next to customers you have already signed up within your current neighborhood. Why is this important? This allows Aruza's technicians to service you and your teammates' accounts quickly and effectively, again without creating too much drive time on the technicians and ultimately allowing you to schedule more customers in a smaller time frame. Likewise, this creates a smaller opportunity for cancellation. In the service based industry as time increases between signing and servicing a customer, cancellation rates increase. For example, if you were to schedule customers ineffectively such as randomly or two weeks out from the current date, Aruza's technicians would not be able to service all of you and your teammates' customers in a timely manner and customers could potentially forget their service date and are absent for the interior portion of their initial service calling for rescheduling.
3. Lastly, when scheduling a phone sale or reschedule from a different location it is very important to place that customer at the very end or beginning of the route and notify whoever in your branch is in charge of the start routes. This gives the technicians the ability to go out of their way at the beginning or end of the day, and not right in the middle of it.

Signs of Life

This job is not about knocking on doors, it is about talking to people. Therefore, always look for signs of life to raise the chances of talking to someone.

Signs of Life

- Cars in driveway
- Open blinds
- Open doors behind screen doors

- Open garages with cars inside
- Lights on inside
- Tire marks into the garage

More info on looking for life

- Oil stains in front of a garage typically mean they do not park in the garage and are not home.
- Ask neighbors if their neighbors are currently home.
- When talking to a Nondecision Maker, ask when the Decision Maker gets home and note it on the home.

Knocking in the Dark

Many reps make sales in the pitch black after 9 pm. When knocking in the dark, always look for signs of life. Do not just knock on a pitch black house.

Signs of life in the dark

- Porchlight is on
- Every light in the house is on
- Living room lights are on

Tracking Homes with Pins

Track every house you knock on with a pin. Aruza uses this data to see where sales teams and reps need to improve in the sales process. Tracking every house will prevent you from wasting area, forgetting who you talked to, and knocking on someone's door who just told you they were not interested, which can be an uncomfortable situation to be in.

Pin Colors and Meanings on Sales Routes

- **Not Home**
 - Gray pin
- **Call Back**
 - **Yellow pin**
 - Leave when someone is generally interested and not just saying come back to get you off their doorstep.
 - Leave notes
 - Set time frame to comeback
 - Names of who you talked to and who you need to talk to
 - The price you gave them
 - Current bug issues and other important information
- **Gave Pitch**
 - **Blue pin**
 - Leave after talking to a Nondecision Maker. Find out when the owner comes home and write that time in the notes.
- **Made Sale**



- **Green pin**
- **Not Interested**
 - **Red pin**
- **Never Knock**
 - **Black pin**
 - Only necessary in extreme situations
 - Gun pulled
 - Called the cops
 - Extremely aggressive

Callbacks

Set callbacks for the beginning or end of a shift. Set end of the shift callbacks between 8:20 pm - 9 pm. This raises the chances of the call back being home and it doesn't waste your prime time selling hours. Many reps will set callbacks mid-shift and waste a ton of time walking all over their neighborhood. You have the same chances of selling a callback as you do knocking on a new door right next to where you are, so don't waste 10 minutes walking back to a callback mid shift. Many inexperienced sales reps don't understand that some people are too nice to say no. Homeowners will tell reps to come back later and then they will never answer the door. Push past a call back objection at least one time to ensure that the call back is actually interested in getting our service and is not just being nice.

No Soliciting Signs

Knocking on no soliciting signs is up to the sales reps discretion. The positive of knocking on no soliciting signs is that less D2D reps knock on these doors, so sometimes the owner is more open to talking or just a complete lay down. On the other hand sometimes the sign was put there for a reason and the owner may get mad. Some signs are hidden and can be played off as unseen and some have been put up by 1 spouse and the other spouse doesn't even know it's there. Older no soliciting signs are a better bet because they are often put on by a previous owner of the home or have been forgotten about.

How to Knock a Neighborhood

- Mentally cut your neighborhood into 1, 2, or 3 days of knocking
 - Stick to that part of your neighborhood for that day.
 - Reknock through it at different times finding different signs of life and different people home.
- Morning shift
 - Do not waste time knocking on every home.

- Knock on homes with signs of life to talk to as many people as possible.
- Afternoon shift
 - Knock through the area you knocked through in the morning
 - Focus on finding new signs of life.
 - You can knock on every house because people park in garages after work.
 - Stay in a condensed area because people get home at different times.
 - If you knocked at 5 pm and no one answered, knock again at 8 pm.
- The strategy is to never set yourself up to walk long distances without being able to knock on a fresh door.
 - Cut through lawns on one side of the road and then come back by cutting through lawns on the other side of the road.
 - Do not knock on both sides of a road and then have to walk back up the entire road to find a new house.

Start Around Current Customers

Effectively name dropping around current customers can raise the chances of getting a sale to start off the day strong.

Everything You Need is Behind a Customer's Door

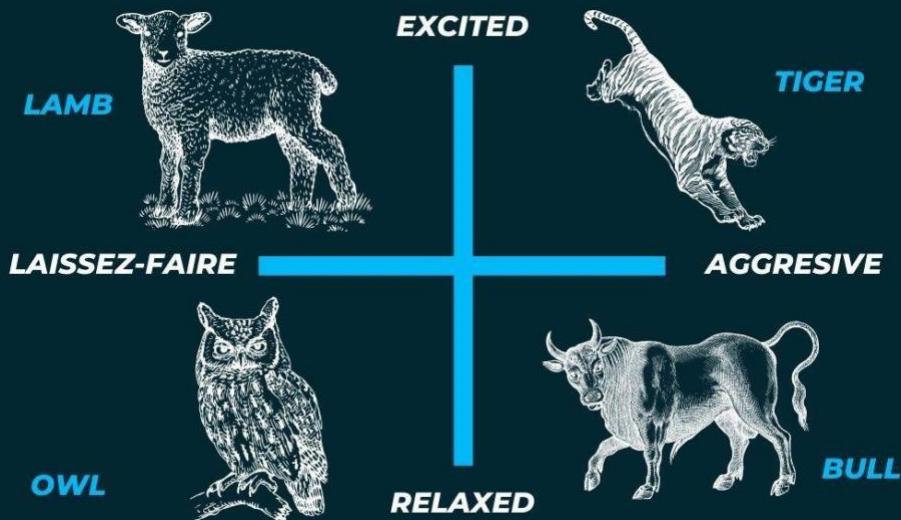
Do not waste your time by leaving your area to eat, drink, or go to the bathroom during knocking hours. All of these things can be found by just knocking on a door. People love to help out so don't be afraid to ask. People have bathrooms that you can use. People have water if you run out and people have food if you are hungry.

Just ask.

Don't Ruin Your Area

Understand that you are walking into people's lives at every moment. People that just got divorced, fired from work, or had someone die in the family. You will have some people who will be rude and mean. Kill these people with kindness. Be someone who **makes someone's day** not who **ruins it**. Do not back talk or be disrespectful. Back talking will not make you feel good about yourself and will not help you get more sales in your area. Being disrespectful results in negative online review, negative posts in neighborhood Facebook/chat, and the cops being called.

BOLT System



Reading the prospect in sales is one of the most overlooked skills one can acquire to elevate their game. Advanced and Master salespeople have the pitch, non-verbals, and para-verbals down so well that they can use their active conscience to read what personality type the prospect is as soon as they possibly can. With everything else being second nature to them, top sales reps can quickly adapt their personality and even selling style to adjust the prospect in front of them. One of the best personality labels is **BOLT**, or **Bulls, Owls, Lambs, and Tigers**.

You should run into an equal amount of each of these personality types over the summer, the quicker you can read and **categorize** the prospect at the beginning of your sales pitch, the more effective your pitch will be because it will resonate with their personality and the way they like to receive information. Not only this, but because you are **mirroring** their personality, you are much more likely to make your way through the emotional sales cycle because the prospect sees you as someone like themselves. Here is the baseline to how you will mold your pitch according to which personality type you are speaking to.

	Identification	Ice Breakers	Pitch Strategy	Close
 B U L L	<ul style="list-style-type: none"> -Will come out with a strong tone -Might come off rude -Wants to get straight to the point -Extremely confident 	<ul style="list-style-type: none"> -Mirror their personality and tone -Ice breakers aren't very important with bulls, pitch first then build rapport. -Redirect their energy away from you then introduce yourself once attention is redirected Ex: Is that dog over there always barking like that? 	<ul style="list-style-type: none"> -Fast-Paced -Result oriented -Business first, then social at the end of the sale -Ask direct questions -Respond with direct answers -Move quickly through the presentation 	<ul style="list-style-type: none"> -Hard assumptive close -Once bulls decide they want something they get it, this will be a quick transaction -Once bulls are sold, they are some of your most loyal customers. Build rapport and don't be afraid to ask about neighborhood referrals

	Identification	Ice Breakers	Pitch Strategy	Close
 O W L	<ul style="list-style-type: none"> -Will ask a ton of questions from the get-go -Mellow 	<ul style="list-style-type: none"> -Mirror their personality and tone -Open-ended question about the person you are talking to. Ex: Why did you choose Ford over Chevy? 	<ul style="list-style-type: none"> -Slow-paced -Give a full explanation throughout your pitch with detail -Implement stories into your pitch -Limit excitement, These people are very logical and want to be spoken to professionally with minimal emotion -This sale will take time, so patience is a virtue here -Make no mistakes throughout your pitch because they are analyzing your every move, limiting filler words. 	<ul style="list-style-type: none"> -Soft light bulb close -Don't be too pushy -Give this person the ability to ask any questions that they may still have by the end of the pitch -The more questions they ask the harder you can close each time

	Identification	Ice Breakers	Pitch Strategy	Close
 L A M B	<ul style="list-style-type: none"> -Will come out of the door quiet and reserved -Looking to avoid conflict 	<ul style="list-style-type: none"> -Mirror their personality and tone -In-depth compliments about their home or themselves. <p>Ex: I love the way that your mulch beds match your shutters, they complement each other really well</p>	<ul style="list-style-type: none"> -Slow-paced -Be their friend, and give direction, they will follow your lead -Emotional sale, highly agreeable -Will change mind quickly, if they text you after getting sold and you don't respond they will call the office and cancel 	<ul style="list-style-type: none"> -Medium soft close, alternative choice close -If needed, give multiple options with your personal recommendation on what they should do -After the first objection, build some rapport then RAC. -Number 1 motivation is security and kids -Don't rush sale

	Identification	Ice Breakers	Pitch Strategy	Close
 T I G E R	<ul style="list-style-type: none"> -Will come out of the door talkative and social -Typically fun people 	<ul style="list-style-type: none"> -Mirror their personality and tone -Make a tiger laugh through your ice-breaker. They enjoy sarcasm. Make fun of yourself 	<ul style="list-style-type: none"> -Fast-paced, fast to decide -Not interested in detail, only outcomes -Prone to impulse buys, if they give you any clue to possibly wanting to buy, stop what you're doing and close immediately -Love Testimonials. Great time to use feel, felt, found -Be extremely likable 	<ul style="list-style-type: none"> -Hard close -Will make a purchase based on how much they like you -Continue to build rapport at the end of the sale -Looking to help you out, don't be afraid to ask for neighborhood referrals

Transference of Enthusiasm

Enthusiasm is great eagerness to be involved in a particular activity that you like and enjoy or think is important. The way that this is transferred in your sales pitch is through the tonality of your voice. Using an excited and intentional tone will share enthusiasm and interest with the person you are speaking to. During your summer with Aruza, you will find yourself in situations where enthusiasm is hard to come by.

To be a top intern in this company, you must bring **enthusiasm** to the table in front of customers even when you don't feel like it. Why? To make sales consistently throughout the summer, you need to show customers that you are worth listening to. When you do this, people will listen to what you say, and you will have the opportunity to sell and close them. If you feel like everyone is slamming the door in your face and no one is giving you the time of day, this is your sign that everyone you're talking to doesn't think that you are worth listening to. How do we change this? You must first realize that what you're currently doing isn't getting you anywhere. Knocking on doors and consistently getting yelled at or told to leave right off the bat doesn't allow you to speak to people long enough to sell them. This way of thinking will only allow you to catch sales rather than hunt them. You must demand respect by using positive body language and a strong excited tone.

Remember, when customers open the door, they're stepping into your office, not the other way around. Act like it. Next, you are going to focus on the enthusiasm that you are bringing. If you allow yourself to be negative and show up to the door with a rain cloud over your head, you will continue to reap the same results, which are average or below average sales numbers. You must bring the same amount of enthusiasm to every single door every day. To bring enthusiasm, try thinking of all the things you are grateful for outside of sales right before you knock. You must come up with a strategy to stay happy, positive, and charming throughout your selling day at every door. Happiness radiates, and people become attracted to this quickly. People like people who like their jobs. If the definition of enthusiasm includes the eagerness to be involved in a particular activity, then show that to your potential customers; show them that you want to be there. If you do this, you will consistently make more sales every day. This transfer of enthusiasm is the key to grabbing attention and to becoming worth listening to.

Call Backs and One-Leggers

About once or twice a day you will run into a prospect who sincerely needs to talk to their spouse whom they can't contact on the spot because they are at work. If the prospect uses language such as, "**We have been talking about doing something like this.**" or, "**I think he/she would be interested.**" then you know their objection is not a smokescreen. You then want to set an appointment within a 30 minute window. The only 30 minute windows you should set appointments for are 2:30 pm (before lunch), 9:00 pm, and 9:30 pm. Notice that you only have about three spots to set for go-backs, so choose wisely and only give the time to those who are seriously interested and who talk about wanting to get it. Some people will be nice to you and say, "**Sure, you can come back later!**" but who never really expressed positive signs that the deal could happen at that time. For those who

aren't as qualified for one of your appointments, it is a great idea to get their phone number and call them around the 2:30 pm and 9:00 pm mark to see if they have spoken to their spouse. It is never a good idea to try and "push through" one-leggers, or people that say they must have permission from their spouse, because they will most likely cancel. While there is a slim chance that the missing spouse is alright with taking the service upon getting home, what most likely happens is that they absolutely do not want to take the service because their spouse didn't communicate with them and they know of no benefits. This is why it's best to be patient with one-leggers and get their number to call when their spouse gets home. This way you have better odds of selling them because their spouse that was away is not upset at the other spouse for not communicating with them, and you can return to show the benefits of the service and answer questions for the spouse that returned home. Aruza prohibits sales reps from **selling one-leggers** because not only does it hurt your sales performance, but it also wastes precious spots on the routes that a team member could schedule. Make sure you do not drop the price too much if you know the prospect is a one-legger, you want to save some add-ons and price flexibility for their spouse.

Phone Sales

First of all, not to burst your bubble, but 90% of the time when a prospect says they will give you a call, **they won't** (you'll read this and then still have hopes for the 20 people that told you they'd call you this week, but never bank on them calling you).

The best strategy for phone sales is that every time you hand out a card to someone who shows genuine interest in the service, simply say, "**Perfect, and what's a good number to expect you at so that I don't miss your call?**". This is a nonchalant way of getting their number without directly asking for it. If you actively use this strategy, by the end of the week you will have a **list of people and their numbers**.

Each Sunday, when you aren't selling, give each of them a call to follow up with them (make sure to notate their address, names, and what price you had quoted them at). Sometimes you won't get any sales from this and others you may get 4+ sales just from following up with people.

As the summer goes on, odds are that you will have prospects call you that you talked to several weeks ago or even neighbors of your customers who want to sign up. These sales are great because they are calling you and you probably weren't expecting them to. The biggest thing with these sales is scheduling. Do NOT just offer them to be scheduled at any time you have available because that may disrupt the entire route. You want to either schedule them at the very **BEGINNING**

of the route or at the very **END** of the route or, if you're not sure, talk with your manager to see when it will work best.

Getting the Prospect Off the Door

Getting a prospect off the door is an effective way to increase closing rates, solidify the sale, and make the customer feel more comfortable talking to you.

Here are a few good ways to accomplish this:

After Knocking stand far back from the door facing away

- Encourages customers to step out of the door because they have more room.
- This lowers sales resistance.

Using Nonverbals and Showing the Customer, Not Telling Them.

- Keeps the customer interacted
- This raises the customer's perception of your confidence.
- Customer can better comprehend what you are explaining
- Opens opportunities to get them to follow you to look at something
 - Example: **“Now if you’ll follow me, you know how you get those spiders and wasps up here in the eaves.”** Do a walk of faith and start pointing at the eaves, the customer will most likely naturally follow you to see what you are pointing at.
- This strategy can be used in every part of the service and while overcoming objections or buying questions.

Try to get inside/garage before going into price

- **“It’s really hot/sunny/rainy out here, mind if I show you under some cover/shade.”**
- **“Before I get into this, do you mind if I can get some water? It’s really hot out today.”**
 - These encourage the customer to show empathy and invite you inside/into the shade

After the customer brings up a bug problem: “Do you mind showing me?”

- This simple line is an easy invite to gather more information about the customers concerns and get off the door step.

Offer to walk around and do an inspection if they want to do their research

The overall chances of grabbing a customer's attention and closing the customer drastically increase if you can make the conversation mobile and interactive. Get creative with getting the customer off the door and make it a go to habit you want to form throughout the summer. Getting the customer off the door takes confidence, however at the same time customers are attracted to that same confidence.

Upselling

When upselling services, it's important to have your approach catered to the type of customer you're talking to. With various needs and buying thresholds, it's crucial to know the way you want to approach upselling. If the potential buyer has the bug/problem, and is already willing to get the service, more often than not they'll pay the extra sum to get the entire job done correctly.

The basic keys to upselling are confidence in what you're pitching, clarity on how it'll improve the overall service, downplaying cost, and expressing how it'll benefit them.

The services most commonly upsold are:

- Mosquitoes (Pest & Mosquito Package)
- Initial full yard granulation
- Bait boxes
- Snake away

However you can upsell any part of the service depending on what the potential customers wants and needs are. Here's a quick example of one of the ways you can upsell:

Mosquitoes: The lightbulb approach is one of the least aggressive and best ways to get the customer to commit to adding on the mosquito service. Keep in mind this is only if they haven't already brought up mosquitoes to you during your pitch. It takes place at the end of the sale, as you're filling out all their info and once you get to explaining all the pests the Pest Control Package warranties. The reason being is they're already in buyer mode, and their willingness to add more is much higher at this point. On top of that it'll give you time to build a little rapport during the sign up process as well as before you bring it up. After you mention everything covered, as if out of the blue you just realized you forgot to bring up mosquitoes, say "**I completely forgot! mosquitoes, have they been bad for you like the neighbors?" "Yes" "Yeah they're awful here, it's only \$40 extra bucks a month, and you get treatments every month throughout the summer months. That way you can have a drink out back on the porch once the sun goes down and not have to worry about getting bit"**" (If they're not getting them), Yeah they're not too bad right now, that's why we're offering our preventative service for \$10 bucks each month. It covers all your shrubs, bushes, and mulch beds. That way we can make sure you won't ever have to deal with getting bit out of the blue while you're gardening in the evening.

The Emotional Sales Process

Features Tell, Benefits Sell. The reason that you should understand what the prospect cares about is because people buy based on emotion. The more that you can hit their emotional triggers and start speaking their language, the more likely you are to sell them. People don't care that the delta dust is an anti-pheromone, what they care about is that it's going to keep their daughter from seeing any spiders in the middle of the night and start screaming and wake them up.

Using pauses and serious eye contact are extremely effective non-verbal tools that you can use to grab the prospects attention and make the sales process more emotional. Pausing is very effective because it is a way to build tension and keep the prospect on the edge of their seat. Have you ever heard anyone say, "Your eyes tell a story"? In the sales process, this couldn't be more true! Your eyes are an insanely effective way to communicate with the prospect without having to say a word. For example, slightly squinting your eyes can let the prospect know you are listening intently. This will make the prospect feel like you heard them on a deeper level and that will cause them to open up more to you. By making the conversation more personal, it gives you more information to pitch on so that you can better customize your benefits to the prospect and increase their chances of buying. Also, having a deeper connection with the prospect will allow you to be much more effective when sincerely closing or if you need to throw some Hail Marys at the end.

Humor

If, and when it's used properly, humor can be a major key to success in sales. For prospects, humor is important in defusing tension and building instant rapport. If done correctly in front of a prospect, you are able to open up many more qualifying opportunities. For salespersons, it is a way to positively interact with most prospects, whether they buy or not, and a way to sustain a positive mood throughout the day. When the day throws you curveballs, it's important to find some humor in the situation. If you can do this effectively, you can truly master your emotions.

It's no secret that people love being around funny people, there is nothing in the world so irresistibly contagious as laughter and good humor. Although it's important to be on-the-fly witty and insert prepared humor throughout the sales pitch and agreement, no moment is more important than the [first few moments in front of a prospect](#) (icebreaker). During the icebreaker, a premeditated joke works wonders to immediately lower their guard and connect with the prospect. Whether it's a simple smirk, or a full-on laugh from the prospect, you have a massive win in

the beginning if you can make them laugh. It's important to remember that no joke is a dumb joke as long as it is appropriate, many people will laugh at the attempt of humor more than the humor itself and will like and appreciate you for the attempt. It's also important to **follow up your own humor with a chuckle** because it will provoke them to laugh as well.

Examples of Humor during Icebreaker

- If it's very hot outside: **“Man, that AC feels good!”**
- If it's very hot outside: **“Is it just me or is it hot out here?”**
- If it's raining outside: **“Beautiful weather out here!”**
- If around a holiday: **“I heard this is where the free/leftover barbecue is.”**
- Dog/cat with them at the door: **“I see you got your attack dog/cat with you there.”**
- Man with a ring on doing yard work or mowing: **“Hello sir, how much does she pay you by the hour for your work?”**
- Man/woman doing yard work or mowing: **“Want to trade jobs?”**
- If they ask about the Segway/scooter: **“It only takes diesel.”**
- If they ask about the Segway/scooter: **“Just trying to fit in with the young crowd around here!”**

Pest control is not the most exciting topic of discussion. It's important that you **have fun with it** to make it more enjoyable for yourself and the prospect.

Rule #1: NEVER make the prospect the butt-end of the joke, unless they deliberately welcome it.

Laughs and smiles are contagious. There is something called “charity smiles”, which is when you smile so big that the prospect can't help but smile back, in order to lighten the mood in almost any situation. Charity smiles can make even the toughest closes or the most awkward situations seem completely normal.

A great way to use humor is by overexaggerating a compliment and hyping the prospect up, it makes them feel good and it's also funny. For example, **“Listen, John, I know you didn't get those biceps from spraying for bugs. Let me take over so you can go show those things off at the beach or something, man!”** or, **“Sarah, you literally have 5 kids and I don't see a single crumb on the floor. I don't even think Super Woman could do that! You've got enough on your plate, let me take care of these bugs for you once and for all so you can focus on more important things.”**.

Compliments

Compliments are a great way to build rapport and get on the prospects side.

However, try not to pull compliments out of nowhere. If you don't really mean it, the prospect is going to know and you're going to come off as disingenuous. If you truly like the look of something or someone, tell them! For instance, if you don't like leopard print shirts and would never wear one, but you love the confidence it takes for someone to actually pull one off, you wouldn't say, "**Oh my god, I love your leopard shirt!**" Instead, you'd aim towards complimenting their confidence. For example, "**I see you in the leopard shirt! Rocking out today, I love the energy!**".

Getting on A Customer's Side

Throughout the entire pitch, all you should be doing with the prospect is agreeing with them. People like people who agree with them and see the world like they do. One amazing tool that can be utilized is to start your sentences with something very simple that they can agree with and end it with something that gives you more ammunition to pitch on. For example, if a prospect says that they are treating ants themselves, you might say, "**I'm sure you are doing a great job, you're probably only getting the occasional ants, right?**" Notice how this is a bit more of a trick transition/qualifying statement. They are automatically saying yes to doing a great job, but in turn agreeing to getting the occasional pest and giving us something to pitch on. You're not coming out and saying, "**Hey, I'm sure you're still getting a lot of bugs and what you're doing isn't working though!**". Who wouldn't take offense to that? This service is still great for people who take pride in their work, but are still getting the occasional ant in the kitchen every now and then. In a best case scenario, the prospect could still reply, "**Oh my gosh, yeah! All the time!**" or, "**Honestly, no I actually can't stand doing this anymore I suck at it!**" which will happen, just make sure you don't leave that door until the deal is closed.

“Yes, And”

Another great way to get onto the prospects side is through a “**Yes, And**” technique. The purpose of this is to avoid telling the prospect ‘no’. How it works is no matter what the prospect says, you reply with, "**Yes!**" to get on their side, followed by what the facts or proper expectations should be "**And**". For example, if a customer says, "**Okay, so this is a monthly service?**" you reply, "**YES, AND this is an on demand monthly subscription! Meaning that you will be billed every month and can use us as much as you'd like for whatever you want. Just remember, if**

you don't call us then we are still going to bill monthly and we're only going to come out quarterly, since our products last 90 days once the problem is taken care of and we don't want to spray extra chemicals if we don't have to!" or if a prospect says, "So, you are going to make sure that those wasps will never come back?" you reply, "YES, AND if they do, it's your job to let us know so we can come back and re-apply! Obviously, these things can be persistent so we may need to give it a couple tries!".

How To Be a Top Performer

(What it Takes and How to Achieve More)

It's safe to say, whether you are a first-year intern or a seventh year vet, that most people in this job, as well as in the industry, strive to be top performers. Although the average intern makes more money in a summer than working a full time job in between semesters, putting in the extra work for three to four months out of the year can, and will, pay off in dividends.

There are many ways to go above and beyond the "norm" at Aruza. First, you need to ask yourself a few questions, "Am I willing to work harder than every other person around me?", "Should I read more of the manual to perfect my craft or watch some netflix with the boys?", "Will I continue to seek out how to better myself and my craft even when I am already doing well?". These are just a few questions to ask yourself daily and the answers are fairly simple, however, even though 90% of people will say that they are doing everything in this section, it does NOT matter what you say you are doing or what you say you are willing to do, what DOES matter is what you actually do in front of your peers, on the job, and most importantly behind the scenes.

As you already know, the rough day-to-day of this internship is 9:00 am meeting, knock from 10:30 am - 3:00 pm, lunch 3:00 pm - 4:00 pm, knock from 4:00 pm - 8:30 pm (9 hours knocking). The easiest cheat code to more sales is more time knocking. As a top performer, you must be willing to put in more hours than anyone else, otherwise you will work average hours, make the average number of sales, and have an average summer. Here is what the day-to-day activity of a top performer looks like: wake up at 6:30 am, go to the gym at 7:00 am, eat breakfast at 8:00 am, read the manual or other material at 8:15 am, meeting at 9:00 am, sell from 10:00 am - 3:00 pm, lunch from 3:00 pm - 3:30 pm (or less), sell from 3:45 pm - 9:30 pm, dinner at 10:00 pm, read the manual at 10:30 pm (10.25 hours selling). The first thing to notice is the difference between knocking and selling; during an average day, most reps go out with the intention of knocking on doors with a slight hope of

making sales, whereas top performers go out with the intention of making sales with the desire to have their best day every day.

Co-owner of Aruza, Jordan Agee, (sold over 1,000 accounts in a single summer) shared how he went from 400 accounts one year to over 1,000 the next and the main point that he had was planning, and lots of it. Building a solid plan and building a solid daily routine to follow is key in summer sales. It is hard to set out for a specific number of sales or amount of revenue when starting off the summer with no experience. Some of the things you will want to consider in your plan: how many months, weeks, days, and hours you will have throughout the summer, here you will want to break down your personal sales goal into each of these categories.

Although sales is a roller coaster of high and low days, you will be able to see your progress and keep on track week by week and month by month. The bigger part of this strategy is daily routine and discipline; having a solid routine is super important to staying on track with your goals. Some things to consider for building your routine: wake up early, read at least 30 minutes in the morning, gym, nutritious breakfast, get out of your car immediately when you park in your area, knock your first door at the same time every day, how many doors you will knock in the morning, what and where you will eat for lunch, how many doors you will knock in the afternoon, what time you will knock your last door, what and when to eat for dinner, reading for at least 30 minutes at night, and getting a good night sleep. As a top performer, everything you do throughout the day must be done with intention: reading and studying to gain more knowledge and perform more efficiently, sleeping enough to improve cognitive function and improved mood, knocking doors to make sales, and eating nutritious meals to supply energy for long days. By having intention behind everything you do and say, you will always know why you are doing the things you do and that will keep you from straying away from your routine, which leads to a more defined and disciplined version of yourself.

Confirmation Bias & Negative vs. Positive Feedback Loop

During the summer, it is common for interns to start getting negative attitudes and lose control of their emotions. This can cause a ripple effect that affects them for that day and for the majority of the summer. You have two different types of feedback loops you can get involved with: the positive loop and the negative loop.

In the following pages, the relationship that confirmation bias has with these different loops and how you can hop from one loop to the other will be explained.

There are not many feelings that are better than succeeding in an intellectual pursuit. When you are happy, you succeed, and when you succeed, it fulfills you and makes you happy. This cycle is known as a positive feedback loop. This positive feedback loop, along with studying and training your way through the learning curve, is the reason that you should exponentially increase throughout your summer. On the other hand, if you substitute positive habits, self-talk, and hard work with bad habits, poor self-talk, and less than your best effort, then you will enter a negative feedback loop. This is what reps usually mistake for a bad day or a multi-day "slump". Some reps think these low sales periods happen to them, instead of happening because of them. Don't allow yourself to fall into a negative feedback loop, it's the same thing as a downward spiral.

Confirmation Bias

Confirmation bias is a type of cognitive bias that involves favoring information that confirms previously existing beliefs or biases. For example, imagine that an intern has had a really tough couple of days and starts to hold a belief that no one wants to buy whatever they're selling. Whenever this person encounters a person that doesn't want to buy, they place greater importance on this "evidence" supporting their already existing belief. This individual might even seek "proof" that further backs up this belief while discounting examples that do not support this idea. Even if the intern sells a customer, in this mindset, they will believe that it was just a fluke.

Negative Feedback Loop

A rookie intern is halfway through the summer and has about 65 sales, equivalent to about \$32,500 in serviced revenue. This rep believes that this is all luck and no skill. This same rep starts to head out into the day with this mentality. This rep doesn't even believe that pest control is needed. This rep is starting to think about quitting every day because he/she can't handle the constant rejection. The rep is unhappy, and is starting to talk to the other interns on the team about how disappointed he/she is.

What's the problem with this? Well, it does take skill, and it's not all luck. Since this intern feels like this, they will never reach their full potential. The intern will start to talk negatively with the rest of the team, seeking approval of his/her own thoughts. This might even cause the intern to either quit or get fired. This is detrimental to the team and to the intern. If this intern doesn't get fired or quit, they'll probably never end up practicing or role-playing on their own, or even attempt to improve their skill throughout the rest of the summer. In turn, this intern will start to get hostile, and since this intern is becoming extremely negative, the intern will continue to make fewer sales. Since this intern isn't producing as much compared to their fellow intern buddies, the intern will become desperate. When the intern



becomes desperate, the intern becomes afraid to lose sales. This will bleed into the interns pitch, and potential customers will choose not to buy. Since these customers start refusing to buy, this intern will continue to become more negative. This cycle continues, and it's pretty easy to spot out. The negative feedback loop is quite simple. First, an intern fails in their head, so this intern continues to fail in real life, attracting fewer customers. How did the intern in this example use confirmation bias? Confirmation bias can be helpful but it can also be damaging. In this example, it's damaging. This intern starts to believe that no one wants to buy from them. With the help of confirmation bias, this intern is now looking through a lens that only outputs what their core beliefs are starting to tell them. If someone doesn't buy from the intern, it backs up their already marinating thoughts about how no one wants to buy. If someone does buy then, in the intern's head, it was all luck because it doesn't support the interns belief that no one wants to buy.

Positive Feedback Loop

A rookie intern is halfway through the summer and has about 80 sales at an \$800 ACV, this is equivalent to \$64,000 in revenue. This intern has turned into a selling machine. This intern believes that there are always sales out there and this intern has also taken it upon themself to continue practicing outside of work, allowing the intern to sharpen his/her skills even more. Finally, this intern heads out to an area with determination and focus, believing that pest control is a necessity, and people need it.

This intern jumped into the positive feedback loop headfirst and hasn't come out. The intern sells consistently and has gained a base sense of confidence in their ability, consequently, the intern is selling more accounts. This intern knows that if he/she doesn't sell a particular customer, the next one is right around the corner. Therefore, confidence stays at a constant level, and emotions remain right in the middle. Even keel. This intern sells a lot of accounts, and because of that, the intern gains even more confidence. The intern then uses this confidence to gain more sales. Since this intern doesn't NEED a sale, the intern gives off no disparity, which makes more customers attracted to them. In the positive feedback loop, the intern is positive and successful in their own head, continuing to increase in skill, thus attracting more customers. The role of confirmation bias in this example is extremely helpful. This intern is starting to build this core belief that they really are good at selling. Whenever the intern sells customers it backs this belief up. If this intern doesn't sell someone he/she believes that it was weird they didn't want to sign up. This intern continues on with confidence in their abilities after each door whether the prospect bought or not.

How Interns Cross Between Loops

Crossing from the negative feedback loop to the positive feedback loop is difficult. To do this, you will need to control your mind and commit to the process. This is trying to unwind what your brain has already started cultivating about itself. This is going from barely selling anything to getting into a selling groove. Once you get into this groove, you can begin the positive feedback cycle. How do we do this?

Remember, at this point, you feel like everything is falling apart; how could you possibly start selling accounts consistently every day? In the following, we will outline different strategies that will help you jump into the positive feedback loop from the negative. If you can master this, you will become unstoppable, and you can sell consistently every day. The first step into crossing over is cultivating the right mindset.

Mindset

A solid set of beliefs and attitudes that govern our outlook on life. In the following, we will outline the steps of developing a strong mindset that will carry you, not only through this summer, but further into life.

1. Wake up everyday and be genuinely grateful. We're not promised tomorrow, so make the best of the present moment. The second that you wake up, you should be grateful that you get to live another day. If someone gave you the option of whether you get a million dollars today, but you don't get to live another day in this world vs. waking up the following day, you would pick the second option. This means that waking up the next day is more valuable than 1 million dollars. Using this mindset will keep you enthusiastic throughout your selling day. The second you start to feel yourself enter the realm of negativity and the negative feedback loop, pull yourself out by remembering how lucky you are to be alive and to be in the spot that you're in. The bottom line is this: there is no such thing as a bad day because the second that you wake up, it's already a good one; the only question is how much better will it get.
2. The next step into creating the right mindset is to have a deep understanding that, throughout the day, you need to be fully aware and proactively mindful of the fact that you are in control of everything that happens to you. Everything that happens around you is actually in your control. If you can start to believe that, then you will be able to learn to control things. You may be controlling the way you react to things, but this would still be putting you in control, correct? With this mindset, you will be able to go through your day without becoming negative or discouraged when things happen that are out of your control. If anything bad happens or if you start to encounter some drama or some situation that would normally cause you to get frustrated, just realize that how you react to what's

happening is under your control. If you can control that, then the outcome will always be up to you. This means that if you run into anything throughout your selling day that chips away at your positivity and upbeat attitude (which you will), make the conscious decision to control the way you want to act to whatever happens. Everything that used to get you mad and frustrated while in the negative feedback loop should no longer be there because now you get to decide how you react. Just because you're mad doesn't mean you have to act mad. You can choose to respond differently, and the outcome will be different. You should be in 100% control of your emotions. They're yours, and you get to choose them.

3. Stay focused and be aware of the 7 Be's. The 7 Be's are the fundamental character traits that you want to be known for.

1. Be Grateful
2. Be Mindful
3. Be Positive
4. Be Respectful
5. Be Ethical
6. Be Aware

7. (Most importantly) Be Confident

When you do all of these things, you will automatically become more confident. When you start to pull yourself out of the negative feedback loop by using these strategies, the haters will start to come out of the woodwork. Who are the haters? The haters will be the other interns on the team who can't get themselves out of the negative feedback loop. Don't let them pull you back down. The more positive and upbeat you become, the more the haters will want to bring you down to their level which is the exact opposite of where you actually want to be. How do you deal with the haters? Realize that what they say and what they do are irrelevant and powerless against your ability to control the outcome. Always choose a positive emotion, and if you actually implement what we're teaching you here, it can change your entire life. The ability to actually control your own feelings. The power to determine whether you have a good day or a bad one. That's worth its weight in gold. All of the top sales reps in any organization all share specific attributes that make them the best. They all have positive attitudes. They're also confident in their abilities, have a sharp wit about them, and they're well-rehearsed. They're intentional and they're well prepared. All these attributes come from sustaining a powerful mindset. Practice these steps, and you will become a top performer.

Creating the Right Mindset Before the Selling Day

Throughout the years of running this internship, we have found a lot of consistency among the interns. A lot of times, interns become nervous and scared when operating in the negative feedback loop. They become anxious and scared for the simple fact that they are afraid of being judged or looking stupid in front of potential customers. This is what probably caused them to fall into the negative feedback loop to begin with. What interns must understand is that it doesn't matter what others think of you, it matters about what you think of yourself. This is how you build real confidence and what others think about you really isn't important if you think highly of yourself.

1. Strategy to learn to think highly of yourself: always do the right thing.
2. Be ethical.
3. Be genuinely interested in helping other people.
4. You need to honor commitments you've made to others and yourself; if you say you're going to do something, do it!
5. Always keep your word.

If you do all of these things, you will start to believe that you're a good person and that you deserve respect. You're going to realize that when you do the right things, whether people are watching or not, then you will subconsciously start to like and respect yourself more. This is how you build everlasting confidence.

If you can't respect yourself, you can't expect anyone else to respect you either. You don't demand respect; you earn it, and the number one person you need to earn respect from is yourself. Sometimes people spend a lifetime lying to themselves, letting themselves down, procrastinating, rationalizing why they're not worth the time or don't have the skills. Think about how much you would like a person who constantly lied to you, constantly let you down, hardly ever kept the promises they've made, never gave you a compliment, and always nagged and complained. You wouldn't like that person very much, would you? Well, your subconscious mind has recorded every lie and every broken commitment you've ever told yourself. It recorded all of the negative remarks you've ever told yourself and everyone too. It's constantly recording. You have to fix that. You need to repair the relationship you have with yourself to have the natural confidence you want. To do this, you need to apologize to yourself for all the negative things that you've let yourself believe and grant forgiveness for yourself. Next, you need to make a promise to yourself that from here on out you will do your best at always honoring and respecting your word and strive to keep it on anything and everything. If you say you're going to

knock till 9, do it! If you say you're not taking lunch till you have at least one sale, do it! This will develop your confidence, allowing it to show more in your pitch!

Rejection

Rejection is an incredibly common and normal part of sales, no matter the industry, level, product or service provided. Rejection is unavoidable, meaning the only thing you can control is how you handle and deal with rejection. At the root of it all, there are only three main ways to deal with rejection.

1. **Don't let it get to you.** If you let rejection get to you, it destroys your confidence, and without confidence sales are hard to come by. It is our sales intern's biggest challenge, as well as the biggest job, to avoid this at all costs throughout our program.

2. **Learn from your mistakes.** Much like everything else in life's development, skills and intelligence are gained by trial and error. Sale's interns must be coachable, introspective, and have a growth mindset to fully capitalize on the ability to learn from their mistakes and make adjustments through trial and error to fully maximize their sales process.

3. **View it through a numbers game lense.** Bottom line, sales is a giant numbers game. The more doors that you knock on, the more sales that you are going to make. That being said though, part of playing the numbers game is understanding that a majority of sales prospects are unqualified. Imagine you were trying to sell purses or makeup in both an all male and an all female dorm. You'd probably make more sales in a female dorm because you would be pitching to qualified customers. In a male dorm on the other hand, even the best sales professionals in the world wouldn't be able to make many sales because they are pitching to unqualified customers. The best comparison to a neighborhood is a co-ed dorm. There are going to be unqualified customers that there is literally nothing you can do about except take the no to the chest and move on, but there are also going to be qualified customers as well. This is when the numbers game becomes pivotal in understanding how to save your time and get through as many of the unqualified customers as fast as you can. This way, you can pitch as many qualified customers in a day as possible. Once our sales intern's understand the concept that they are not saying, "No" to you, but instead to the product or service that you are providing, this is when rejection gets very easy to handle.

The Numbers Game

Sales is a numbers game. Knock on more doors, talk to more decision-makers, get more sales. Here are the average numbers for sales reps.

100 Doors Knocked = 20 Decision Makers = 1 Sale So, if a sales rep's goal is 80 sales. The sales rep needs...
8,000 Doors Knocked = 1,600 Decision Makers = 80 Sales

If any rep is willing to go out and knock on 8,000 doors it is almost guaranteed they will have around 80 sales. However, many reps give up too soon. Understand that this statistic comes from the law of averages.

Law of Averages

Flip a coin and there is a 50% chance it will land on heads and a 50% chance it will land on tails. However, if you flip a coin 10 times it may land on heads 7 times and tails 3 times. If you flip a coin 100 times it may land on heads 60 times and tails 40 times. The more times a coin is flipped the more the statistic becomes 50% heads and 50% tails. If a coin was flipped 1 billion times it would be 50% heads and 50% tails. This same concept is applied to the doors. A rep will not get 1 sale out of 100 doors every time. However, zoom out on knocking thousands of doors for the entire summer and it will average out to 1 sale out of 100 doors for most rookies. Thus, the rookie that knocks on the most doors and talks to the most people will usually have the most sales.

Law of Averages Over a Summer

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
667 Doors	667 Doors	667 Door	667 Doors	667 Doors	667 Doors
2 Sales	4 Sales	7 Sales	6 Sales	10 Sales	5 Sales
Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
667 Doors					
8 Sales	12 Sales	4 Sales	9 Sales	6 Sales	7 Sales

These numbers may look random, but if you add up all of the doors knocked and sales made you get 8,000 Doors Knocked and 80 Sales. This is the law of averages.

The issue with most reps is that they look at a zoomed-in version of the law of averages. They are expecting 1 sale every 100 doors when they need to be zoomed out on the entire summer.

Money

(*ACV = Average Contract Value*)

8,000 Doors Knocked = 1,600 Decision Makers = 80 Sales 80
Sales * \$800 ACV = \$64,000 revenue

$\$64,000 * 28\% \text{ commission} = \$17,920$

Money Per Door: $\$17,920 / 8,000 \text{ Doors Knocked} = \$2.24 / \text{Door Knocked}$
Money Per Decision Maker: $\$17,920 / 1,600 \text{ Decision Makers} = \$11.20 / \text{Decision Maker}$

This puts knocking on doors and talking to decision-makers in a different perspective. You can logically attach a value to each Door Knocked and each Decision Maker. Every single “No” is worth \$11.20.

Reps that knock less

$6,000 \text{ Doors} = 1,200 \text{ Decision Makers} = 60 \text{ Sales}$

$60 \text{ Sales} * 800 \text{ CV} = \$48,000 \text{ revenue} * 24\% \text{ commission} = \$11,520 \text{ Money Per Door}$
 $\$11,520 / 6,000 \text{ Doors Knocked} = \$1.92 / \text{Door Knocked}$
Money Per Decision Maker: $\$11,520 / 1,200 \text{ Decision Makers} = \$9.60 / \text{Decision Maker}$

Reps that knock more

$10,000 \text{ Doors} = 2,000 \text{ Decision Makers} = 100 \text{ Sales}$

$100 \text{ Sales} * 800 \text{ CV} = \$80,000 \text{ revenue} * 30\% \text{ commission} = \$24,000 \text{ Money Per Door}$
 $\$24,000 / 10,000 \text{ Doors} = \$2.40 / \text{Door Knocked}$
Money Per Decision Maker: $\$24,000 / 2000 \text{ Decision Makers} = \$12.00 / \text{D.M.}$

Talk to More Decision Makers...

The real money is made by talking to more Decision Makers, not just knocking on doors. Some reps go out and knock on a ton of doors, but avoid talking to people.

- Every Decision Maker talked to is worth knocking on 5 doors.
- Talk to people outside.
 - It is worth the \$11.20 now instead of knocking on a door for \$2.24 that may not answer.

Rejection Numbers

On the flip side of this, it is important to realize how many No's you will get.

- 1,520 out of 1,600 Decision Makers will say, “No.” while 80 Decision Makers will say, “Yes.”
 - 95% of Decision Makers say, “No.”
 - 5% of Decision Makers say, “Yes.”
- 7,920 out of 8,000 Doors will not be sales, while 80 Doors will be sales.
 - 99% of Doors are not sales
 - 1% of Doors are sales

These are average numbers in the company for all reps. The ratio of numbers becomes smaller with the improvement of sales skills.

Triangle to Success

Below is the triangle to success. Mastering each level of this triangle can greatly increase your income.



Work Hard

The foundation of success is working hard. Some people will have more talent, but if you outwork them your skills will compound to outweigh their talent. Below are several ways to increase the foundation of working hard.

Compounding Extra Time on the Doors

- A normal work week M-F requires 9 hours on the doors and 4.5 hours on Saturday.
 - $49.5 \text{ hours/week} * 12 \text{ weeks} - 5 \text{ days off} = 549 \text{ hours worked for the entire summer}$
- 15-minute lunch breaks instead of 1 hour.
 - Extra 45 min/day M-F = extra 3.75 hours/week = extra 45 hours over the summer.
- Knocking till 9 pm M-F.
 - Extra 30 minutes/day = extra 2.5 hours/week = extra 30 hours over the summer.
- Working Saturday like M-F.
 - Extra 4.5 hours/week = extra 54 hours over the summer.
- Not taking any days off.
 - $9 \text{ hours/day} * 5 \text{ days} = 45 \text{ hours over the summer.}$
- Potential extra hours: $45 + 30 + 54 + 45 = 174 \text{ hours}$
 - $174 \text{ hours} / 49.5 \text{ hours (normal work week)} = \text{extra 3.51 weeks}$

Just by working hard, you can extend your summer by 3.51 weeks. If you average 7 sales a week, that is an extra 25 sales over the entire summer.

7 sales week * 12 weeks = 84 sales * \$800 ACV = \$67,200 *28% = \$18,816 25

extra sales * \$800 ACV = \$20,000 additional revenue

\$67,200 +\$20,000 = \$87,200 New Total Revenue * 30% = \$26,160

This means an **extra \$7,300** and jumping up a commission bracket. Just from working harder.

Hustle

Walking with urgency between doors. This is how a sales rep can compound their time working within the normal hours. Examples of not hustling: looking at your cell phone between doors, sitting on curbs to take a break, slowly walking between doors, etc..

Walking Across Lawns

How much time do you think it takes to walk down a driveway, across the sidewalk, and up another driveway to reach the next door compared to walking through a yard? Most likely it's an extra 30 seconds averaged out between country and city area. The goal is to knock on 8,000 doors to get 80 sales at an \$800 average contract value. 30 extra seconds * 8,000 doors = 240,000 seconds =66.7 hours = 1.35 weeks. You gain 1.35 weeks by walking through yards. If you get 7 sales a week that is potentially 9 sales. Walking through yards could make the difference between an extra \$2,000-\$3,000 over the summer.

Sales reps will give excuses to not walk through yards such as they think it is rude. Is knocking at 10:30 am rude because people may be sleeping? Is knocking between 1:00-3:00 pm rude because people are eating lunch? Is knocking between 6:00-8:00 pm rude because people are eating dinner? Is knocking between

8:00-9:00 pm rude because people may be sleeping? There is an excuse in our heads for everything about our job if you think about it. If someone is rude because you walked through their grass, they probably would have been rude because you knocked on their door.

The only exception to this is not to walk across newly laid sod in a yard. This grass was just laid down and has a checkered pattern cut. This grass has roots that are attempting to connect to the soil and walking on it can kill it.



Study Hard

Studying Hard is what you should do when you are not selling. Habits that are set when you're not selling directly affect your results when you are selling. Sales is a skill and the more you learn and practice off the field, the more success you will have on the field.

Here is a list of resources the sales rep can take advantage of to Study Hard:

- Aruza Training Videos
- Aruza's Training Manual
- The Sales Cheat Sheet
- Recommended D2D sales books from leaders
 - Door to Door Millionaire by Lenny Gray
 - More Door to Door Millionaire by Lenny Gray
 - ABC's of Closing by Sam Taggart
 - Flipping the Script: The Psychology of Door-to-Door Sales by Cobi Beal
- Role-playing with experienced reps and other rookies
- Paying attention in morning meetings and taking notes

Coachability

Not being coachable is the biggest hindrance to success. You can not get to where you want to be alone, you need to realize that everyone has information that can be learned from. During the summer you will see reps who think that they know everything when, in reality, they do not.

Examples of Being Coachable:

- Being engaged and involved in morning meetings.
- Applying what was taught in the morning meetings on the doors.
- Learning from leaders and other rookies.
- Realizing that sales is a skill and the more effort you put in the more sales you will get.
- Coming to leaders with problems you have because they have been in the same situations.

Examples of Being Uncoachable:

- Thinking that morning meetings are a waste of time and not being engaged.
- Not listening to leaders.
- Thinking that sales is all luck and no skill.
- Not applying new information on the doors.
- Thinking you know everything and no one's opinions are worth listening to.

Positivity

Positivity is the top of the pyramid of success because it is the hardest to do, but if you can master seeing the positive in any situation you will be very successful in life and in this industry. Every situation in life has a positive outlook and a negative outlook and it is up to the individual which one they focus on. This summer is an emotional rollercoaster. You will have days where you sell a lot of contracts and feel on top of the world and you will have days where you sell no contracts and want to quit. The sales rep that is able to control these highs and lows the best will be the most consistent and have the best summer.

- Different mentalities after getting 10 no's in a row
 - **Negative mentalities** will believe that the other 100 people in the neighborhood will say the same thing and that no one is ever going to buy what they are selling
 - **Positive mentalities** are grateful for "**No's**" because they are one step closer to a "**Yes**". They realize that they need 1,520 No's for 80 Yes's.

Having a negative mentality will not only affect your production, but it will spread like **cancer** during the summer and drag the entire team down, too. When starting to have negative thoughts, don't become a victim and solidify them in your mind. Choose to look at the positive in the situation and focus on that. For an extreme example, if your mom were to die today, you would most likely be very upset.

However, instead of focusing solely on the negative of losing your mom, focus on the positives. How grateful are you that you had such a loving and caring mother? What experience did you get to have that many other children didn't get in the first place because of her? Look at the positives instead of the negatives.

Controlling the Controllables

There are 3 main controllables: work ethic, schedule, and attitude. These are things in your life you have complete control over.

Work Ethic

You control the effort you give. There is no excuse not to give 100% other than laziness.

Schedule

Having a routine can set yourself up for success while not having one sets you up for failure.

Example of a Great Routine

- 7:00 am wake up and cold shower
- 7:10 am go to the gym

- 8:00 am eat a healthy breakfast/listen to a podcast
- 8:25 am read a book/training manual or watch Aruza University
- 9:00 am morning meeting
- 10:30 am - 3:00 pm knock on doors
- 3:00 pm - 4:00 pm eat lunch
- 4:00 pm - 8:45 pm knock on doors
- 9:15 pm eat dinner/shower
- 10:00 pm journal (3 things you're grateful for, 1 funny story, and 1 thing you will improve tomorrow), read, and or train
- 11:00 pm in bed to sleep

Your schedule completely defines who you will become. Eat unhealthily and watch energy levels drop as well as mental capabilities. Don't train and never improve.

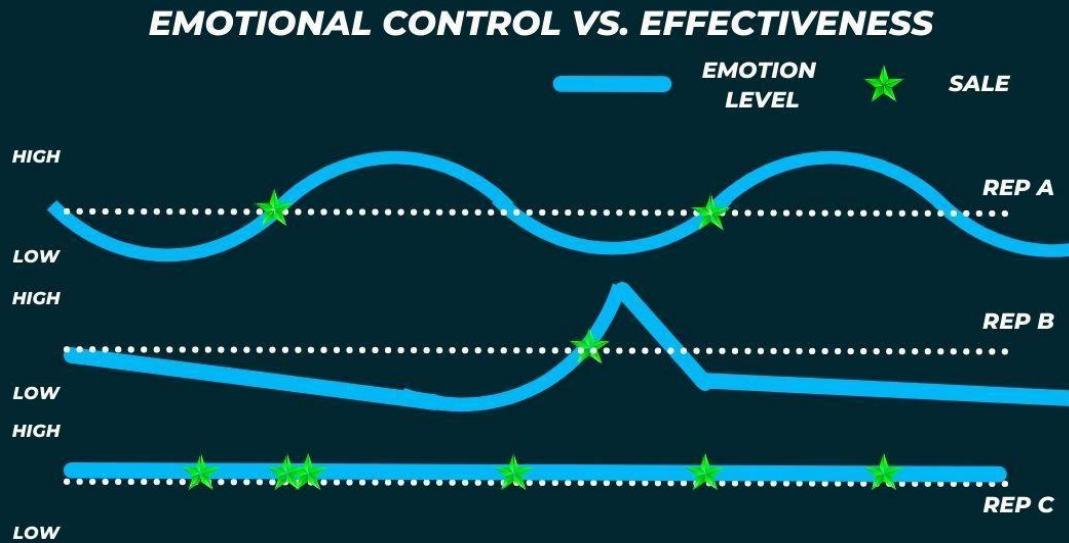
Don't read and never learn. Go to sleep at different hours every night and never have good sleep to wake up energized.

Attitude

Life is 10% of what happens to you and 90% of how you react. You control your own emotions. You can either focus on the negatives of each situation and be a victim of everything happening to you or focus on the positives of each situation.

Even Keel

Keeping an even emotional composure while selling is crucial. Too often you see reps ride a rollercoaster of high's and low's throughout their day that hinders their ability to sell at maximum effectiveness. Of course, it's easier to sell when you are on a high, but what goes up, must come down. By letting yourself get too excited after a sale, you are ruining the steady patience needed to stick out another 1-3 hours before getting another sale. What happens is you get on a high for 30 minutes and once that crashes, it leads to despair and impatience. Instead, let yourself feel all of the high's from getting a sale, but only let it last for a minute or so. This way you are positively rewarding yourself while quickly reverting back to a neutral emotional composure, this is known as having an "even keel". You are allowing yourself to stay at or above a state in which you are maintaining constant active concentration and can reflect yourself positively in front of the customer to win them over on the emotional sales process. This saves you from having long stretches throughout the day where you are mentally disconnected from selling and are putting off negative vibes in front of the customer, which is extremely hard to fake and reverse, respectively. Not to mention, having an even keel while positive self-talking makes for a much more enjoyable day and a happy spirit. Your ability to control your emotions and remain neutral provides you with another slight edge that will get you more sales every day.



Self-Concept

There is a very strong relationship between a person's self-concept and their ability to succeed in anything they do. Brian Tracy studied some of the most successful people in the world in order to find answers to one question: "Why are some people more successful than others?". Then he used what he learned to become a very successful salesperson, entrepreneur, consultant, writer, public speaker, and much more. He also made it his mission to share his findings with the world however he could. Those findings are the inspiration and source for most of the content in this section.

Our self-concept is the idea of ourselves constructed from the beliefs that we hold and how we interpret the responses of others. We have a self-concept about everything we do; how we dress, how we eat, how we work, how much we can achieve and almost anything else you can think of. If we stray from our normal self-concept, our subconscious mind will begin to take corrective action to get us back to normal. This is why people keep their hair groomed, dress similarly every day, eat the same things all the time and achieve the same levels of success over and over again.

If a person begins to achieve more success or earn more money than their self-concept will allow, they will unconsciously correct this. This comes out in the form of taking breaks or time off when you've "done enough" and spending extra money on frivolous things for no reason just because you can. In order to achieve something beyond the norm for ourselves, we must believe that we can. We must

achieve it in our minds before we can ever achieve it in real life.

The core of our self-concept is our self-esteem or how much we like ourselves. This means that how much you like yourself is the key determinant of your performance in everything you do. How much you like yourself determines your self-concept about how much you can achieve which determines how much you will achieve.

Self-Talk

Self-talk is what you say to yourself every day, whether it is out loud or in your head. When you say something to yourself or write it down, your subconscious mind views it as an instruction. When the subconscious mind receives this instruction, your body language changes and the things that you say and do automatically act to fulfill that instruction. When you say it more often or with more emotion the instructions become more powerful.

Think about when you are trying to hype yourself up for something that is challenging or scary. You would probably say something like, “**Let’s go! I got this!**” It usually starts calm and then you turn it up a little. If you really need to get yourself going you’ll put some emotion into it and maybe even start saying things out loud. Then you crush it! It works! Well... maybe not every time, but the point is that when we are diving into something that’s very challenging or something that we are scared of, our natural instinct is to talk ourselves up. In desperation, we dig deep and put all of our emotion into raising our self-concept. This is the last-ditch effort to be at our absolute peak performance when we face a challenge. If we just become more intentional about our self-talk, we can inch closer to peak performance every day. A good practice this summer is to repeat over and over in your head the kind of sales day you want to have in the morning. If 6 sales is your best day you have achieved so far throughout the summer, you should self-talk yourself in the morning and on the way out to your area (and frankly throughout the entire day), that you want to achieve 7 sales that day.

People who are successful tend to succeed again and then move on to something else and succeed at that too. Their self-concept goes up every time that they are able to achieve something. That is why this summer is such a great test of character for how you do things in the future - relationships, jobs, hobbies, etc. These people that are constantly winning relive those winning experiences over and over again.

They like themselves and they tell themselves that they like themselves. They think things like “**I am good at this**”, “**I figured out how to solve that problem**”, and “**I’m capable of many great things**”. These people live a continuous cycle that uplifts them to high levels of achievement whether they are doing it intentionally or not.

People that fail tend to get caught in a different cycle. They relive their failures over and over again. They think about how poor their performance was and tell themselves how bad they are at whatever they just failed at. This negative self-talk lowers their self-concept and, unfortunately, a lot of these people get caught in this vicious cycle for their entire lives.

One of the most powerful inhibitors of success is the fear of failure. Fear of failure is what stops us from stepping outside of our comfort zone and going after a goal that most people would view as unattainable. The fear of failure is the reason that so many business people, especially salespeople and entrepreneurs, give up too soon. The beginning of a new venture, like the one this summer, is filled with failure and rejection. When we fail, our natural instinct is to take it personally and our self-concept goes down. When we decide to have a growth mindset and pay particular attention to our self-concepts in the most important areas of our business or our life, it changes everything, and the wins are triumphs. We focus on actions to improve our self-concept and our skills and we become extremely effective. When we reach a certain level of confidence in a particular task, we become fearless. This is the reason that star athletes like Michael Jordan are consistently able to perform at high levels and why players like Lebron James, Stephen Curry, and Michael Jordan are always able to make an attempt at the game winning shot, even if they and their coaches know that they will get double-teamed.

The 4 Degrees of Action

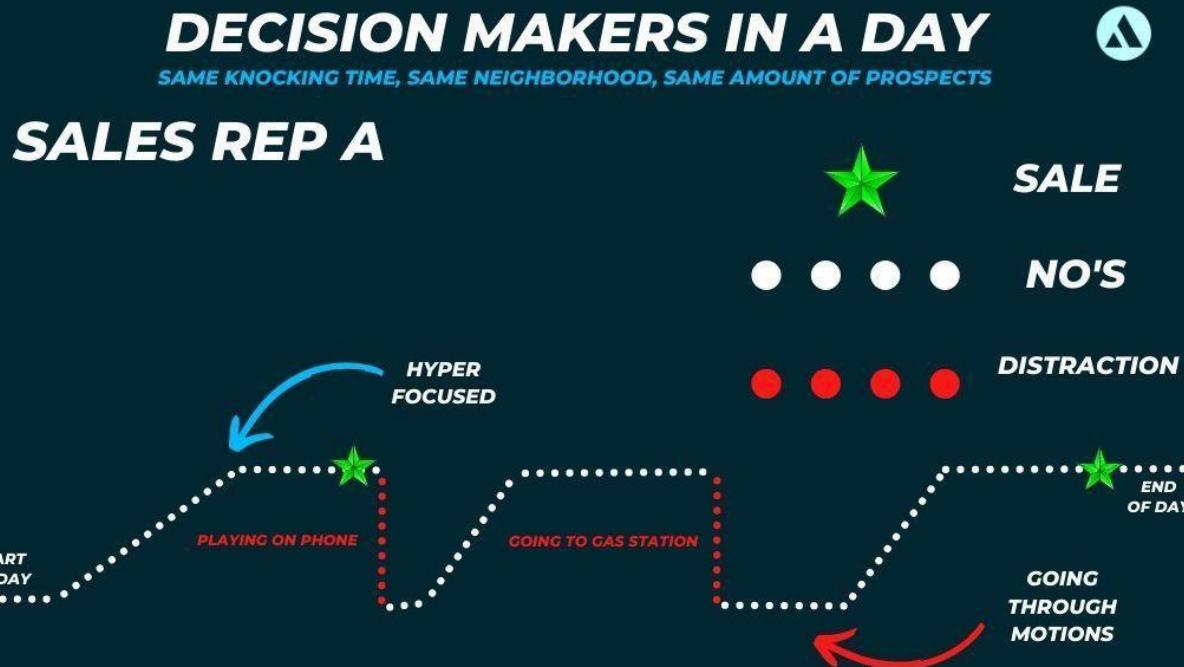
There are four degrees of action and everyone is performing one of them at all times whether they realize it or not.

4 Degrees of Action

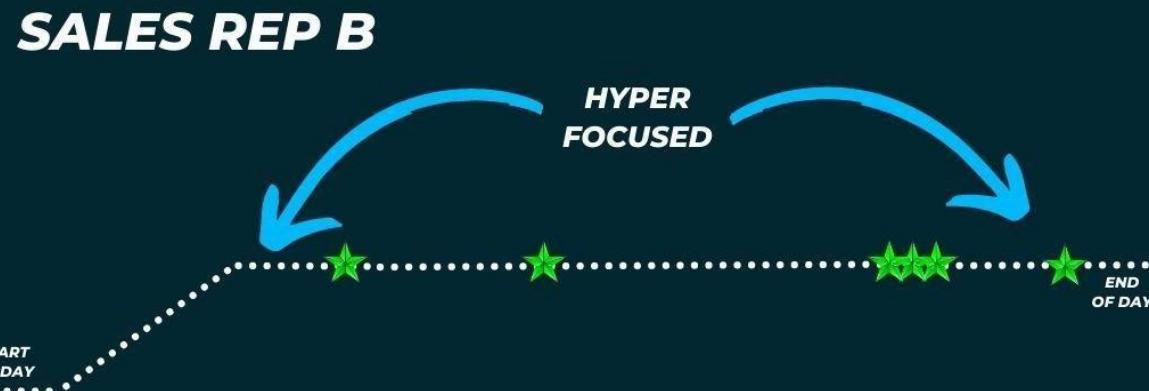
- 1. Do Nothing**
- 2. Retreat**
- 3. Normal levels of Action**
- 4. Massive Action**

The first and second degrees of action are obviously ones that you should avoid. Doing nothing isn't going to get you anywhere and retreating is what people do when they have a **fixed mindset** and they encounter any challenges or setbacks. Normal levels of action are the most dangerous because they tend to be thought of

as acceptable. This is what the average person does on a regular basis and what keeps people at the survival level. **While selling**, this degree of action could be considered as **"going through the motions"**. Yes, you are working, yes, you will make sales, but you are selling yourself short of your potential. It is important to be self-aware while selling and keep a pulse of your focus.



The final degree of action is **massive action**. When you start taking massive action on a regular basis you will shift and so will your results.



Massive action and hyper focus while selling are the differences between what is considered a good day or a bad day to one's standard. Reference the diagram above. **Sales Rep A**, is only motivated enough to take normal action; thus, they revert to using social media, taking non-work phone calls, texting, etc... As you can see, while **Sales Rep A** is working the same hour as **Sales Rep B**, and should hit the



same number of doors, they are much less likely to make sales because half of their selling time is spent “going through the motions”. While still in front of prospects, their mind hasn’t quite yet built itself back into the “flow state” because they distracted themselves. Thus, the sales rep is extremely less likely to make the sale. Compare that to **Sales Rep B**, who, from the beginning of the day, builds themselves into a flow state and doesn’t leave it for the entire day. If two sales for someone is a bad day, and four sales is a good day, there is no excuse (rain, the prospects, day of the week), the rep was taking normal action on the two day, and massive action and hyper focusing on every door on the four day.

When you have 10X goals, you have to take 10X actions to even have a chance of achieving those goals. This level of action will be considered by some to be borderline insane... Well, beyond the agreed-upon social norm—and will always create new problems. But remember, if you don’t create new problems, then you’re not taking enough action. Signals that you’re taking massive action are having people comment upon, hate on and admire your level of activity. The comments that people make might deter you from continuing this abnormal level of action, but keep in mind that all truly successful people have taken massive action to get there. Those people will respect the amount of action that you are taking.

The Compound Effect

Fear's biggest enemy is the person who is willing to stare it in the face and then beat it down, multiple times a day, every day. These people are known as winners and are winning because they are willing to do what others will not.

Unfortunately, most people in this world are conditioned to live a life of fear and retreat and, the scariest part is, they usually don't know it. Think of all the negative information constantly on rotation in the news and on social media, portraying a scary, hateful, and challenging world. In reality, our world is beautiful and filled with incredible opportunities, people, and experiences. Think of all the well-meaning loved ones who tell you to "play it safe" or tell you that "you are working too hard" or that "you are doing enough." Think of your close friends around you who influence you to procrastinate, play late-night video games, watch TV marathons, run on little sleep, go on fast food runs, and get into overly excessive substance abuse or other "normal things" that "everyone does all the time anyway." While these things in moderation are part of a well-rounded life for many, too many people are conditioned to the wrong attitudes and self-talk. They have a negative outlook on the world. They are trapped in retreats and vices that are easy go-to's in the face of obstacles or challenges. It is a life of excellence and freedom where one can dip their feet into mediocrity, not live it. Unfortunately, many of these people who are

conditioned to fear and retreat will live mediocre lives, have mediocre relationships, have little to no self-worth, or spiral into even worse conditions.

Here's a scenario to think about: imagine that you are an average college student who gets through school but otherwise lives a pretty mediocre life with sub-par effort. However, there is a little spark of your entrepreneurial go-getter spirit in you that you give a little attention and motivation to from time to time, and slowly you develop a new product you believe in but don't know what to do with. Now imagine you wake up one morning real early, and you want to go back to sleep. So you turn on the light. A list of 1,000 people with a note above the list that says "call, and they will buy" is resting on your bed sheet. You pick it up, here in your hand, a gift from a genie, is a list with a 100% guaranteed success rate, and each purchase is worth \$1,000 in personal income to you if you call to sell your product. However, one unique thing about this list is that at the very bottom, it has fine print. The fine print says it is only valid for the next 24 hours before it vanishes, along with the magical prospects. If this was the case, what would you do? Would you go back to bed because the sun isn't even up yet? How early would you start calling people? 10 am? 8 am? 6 am? Now? How late would you be calling people? 5 pm? Sundown?

Through the night to the 24-hour mark? Would you stop to take full meals or to shower? Or even take a coffee break? It's fair to assume most anyone would be insane not to wake up and start calling for 24 hours while only stopping for the essentials. This would be the closest thing to winning the lottery, right? But, in reality, most people would give it their all.

In this situation, most people would be fearless all day and leave aside the attitudes, procrastination, and vices they are used to. They would be enthusiastically calling every person on that list, and there would be virtually nothing that could pull them away from the phone for those 24 hours. Every new sale would raise this person's self-concept and income, and the next call would go even better.

This example isn't a realistic real-life scenario because success and opportunity don't happen overnight like this. Most people don't know where to start on the path of success; they don't have a vehicle. However, with Aruza, it's pretty much the closest thing you can get. If you can realize the weight of this opportunity and realize it's a catalyst for greatness in many areas of your life, why wouldn't you put mediocrity aside for a short three months during your summer off school and break the mold of what our world tries to keep you in? It is not uncommon to find some sales reps making \$1,000+ per day consistently and the very best pulling off rare days 3x that income. Even an "intermediate" intern who sells 3-5 accounts per day typically makes over \$500 each day, an amount that is 6x what a minimum wage worker would make working the same hours. With Aruza, peak performers have powerful enough "why's" that they work to exhaustion like this every day over the



summer and milk every breathing second of productivity and every last bit of physical and mental energy that they can give, just as anyone would in the example above. They have a champion work ethic that can allow anyone to have a great summer, no matter how talented. More importantly, they understand that success isn't given like the genie story. They know that every door they knock on won't be a 100% guaranteed sale; they know they will have to work like crazy every day, they understand that success is earned. They see the work they are putting in right now and that the "chill" days and vices they are holding off on will pay dividends in the future - they understand the compound effect. Sure, their mindset and tenacity help, but more than anything, they know the vision of what their grind is helping them build toward, the multiplication of success. Because they are willing to be consistent through the continuum of the mundane, unsexy, and difficult daily disciplines it takes to be the best at whatever they are doing in life, their results seem to compound exponentially. As Darren Hardy, the author of, "The Compound Effect" states, "The compound effect is the principle of reaping huge rewards from a series of small, smart choices. Success is earned at the moment to moment decisions and disciplines that in themselves make no visible difference whatsoever, but the accumulating compound effect is profound."

There is no easy way to succeed, but what you have in front of you is a jet airplane and 4,534 yards of the runway. At what point in flight does a plane have to use the most fuel in the shortest amount of time? Taking off.

The Slight Edge

The slight edge is explained beautifully in the book written by Jeff Olson. The Slight Edge is a philosophy, a new way of thinking, that can create a compounded effect in many areas of our lives. He explains that the slight edge can work for you or against you. When you consistently make the right choices and take the right actions, this will compound into a powerful result over time. For example, if you eat a few servings of bacon and a couple of donuts every month, it won't affect your health too much. However, if you eat a few servings of bacon and a couple of donuts every day, you may not see the effects right away, but you will undoubtedly gain weight and have high cholesterol over the following months and years.

The same goes for good habits. If you read just ten pages of a good book in your field every day, you will become significantly more knowledgeable and skilled in your field. At first, there won't be a noticeable difference, but if you consistently read ten pages every day, you will have read 3,650 pages in a year. Let's assume that the average book is 300 pages, which means that you are reading 12 books every year.

After five years, you will have read 60 books in your field, and you will likely begin

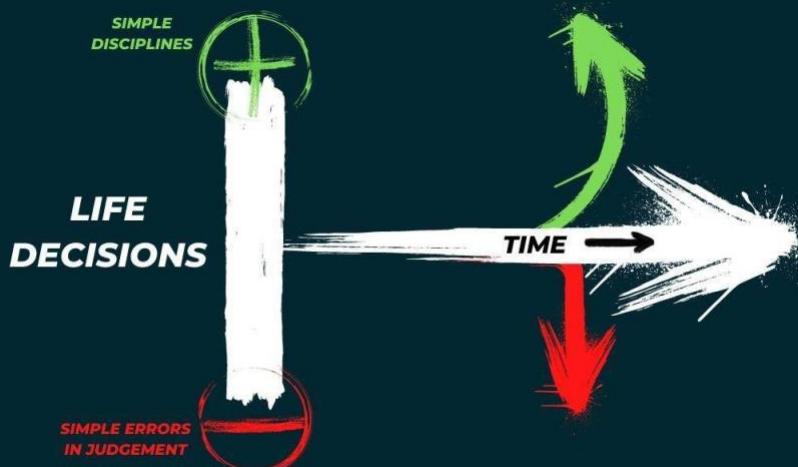
rereading the best ones to refresh your memory and deepen your understanding of those topics. In 10 years, you will be an absolute expert in your field, your self-esteem will be very high, and you will be one of the leaders in that field.

Most people know what they should do daily to become successful, but they don't stay disciplined enough to blast through survival and achieve great success. Most people won't start to do what they "should" do until they notice themselves slipping. An easily relatable example is dieting. Most people go through life in a cycle of dieting. They see that they are failing and start to pack on some extra weight. When they notice this, they form a diet. Usually, they stick to the diet for a few weeks or a few months until they feel comfortable with their weight again. Then, they go back to these everyday habits that caused them to gain weight until they reach that failure point again and start dieting. However, some people are very disciplined about their diet and exercise. They understand that the food they eat and the weekly workouts compound over time to shape their physique. These people achieve success and have a body that they are comfortable with and proud of.

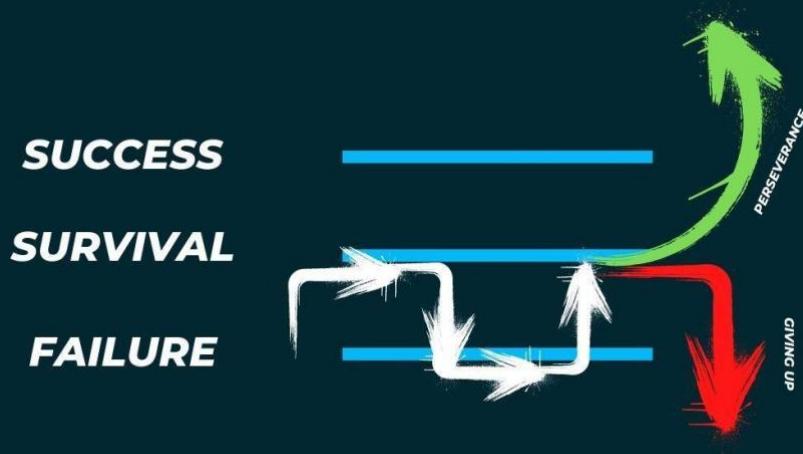
The Slight Edge is about taking responsibility for your actions and understanding that the small things really matter. Drinking water instead of soda pop every day is easy, but not drinking water is also easy, so most people never have the discipline to hold themselves accountable in these tiny little scenarios. We make hundreds of decisions every day that we don't even think twice about. These small decisions hold what our future self looks like in a year. Do you want to look back in a year and think about how disappointed you are in yourself, or would you prefer to be proud and excited about all the skills you've learned and the decisions you've made? The first option breeds a mindset of scarcity and insecurities, while the second option creates a confident and successful individual with The Slight Edge.

Simple Daily Disciplines/The Power of Habit

Simple daily disciplines are the small choices that you make every day that push you toward your goals. This is the key to using the slight edge to your advantage. It is very easy to take small actions every day, but the problem that people run into when it comes to using the slight edge is that it is just as easy to do the opposite. When we consistently make choices each day to engage in activities that do not push progress toward our goals we move further from them.



To make sure the slight edge is working in your favor, take the time to think about your goals in each area of your life. Then find one daily action that you can take to slowly progress toward these goals. These actions will become your simple daily disciplines and if you stick to them consistently every day, you will achieve success beyond what you ever thought possible.



The Habit Loop

Habits can be broken down into a 3-part “habit loop”, which is composed of:

1. A cue
2. A routine
3. A reward

A cue has to trigger a habit, otherwise that habit isn’t going to run and in other words, a condition must be met in order for a habit to run.

Habit Cue Categories

Almost all habit cues fall into one of five categories:

1. Location

2. Time
3. Emotional state
4. Other people
5. The immediately preceding action

If you have a habit of eating a donut during the day, the cue for eating that donut could be any one of these. Maybe you get a little hungry around 3:00 pm in the afternoon, or maybe you pass a donut shop on your way to work.

Craving

When a habit is in the initial stages of being built, the brain's reward response – essentially a dopamine spike – is activated when the habit's reward is received. Makes sense, right? However, as the habit becomes more ingrained, this changes. Eventually, the reward response happens right after the cue triggers the habit. It happens in anticipation of the reward. This creates a craving to get that reward, and serves to keep the habit going strong.

Keystone Habits

Some habits, once built, have a tendency to help people build other habits. These are called keystone habits, and they do this by helping people create "small wins" in their lives. These small wins increase motivation, create momentum, and create structures for building other habits. The example given in the book, "*The Power of Habit*", was about dieters; in a study, it was found that dieters who went through the simple act of keeping a food journal were successful at losing weight. Keeping the journal helped them identify patterns in their lives that they didn't know existed before, and also gave them the motivation to build more healthy habits.

Setting Goals

Set your goals with emotion and self-talk and write them down every single day. As explained earlier in the section titled "[Self-Talk](#)", these goals will become instructions for your subconscious mind. The more emotion that these goals elicit, the more powerful the instructions will be. These goals should be written down every day, preferably when you wake up and when you go to bed every night.

Overtime, you will begin to live a lifestyle consistent with these goals and as a result your self-concept will grow. As your self-concept grows, your goals will grow as well and take on greater form creating a positive chain reaction.

Every summer there is a first-year rep who boastfully and confidently claims that they will be the next 300 or 400 account rep. This person tends to be one of the lower performers on the team when the internship ends. Why? Their ego set

unrealistic expectations for themselves, they took on a job that requires patience, practice, hard work, incremental improvement, and they got disappointed when they weren't performing anywhere near their (**ego induced**) expectations.

The best thing to do is actually the contrary. While it's important to have confidence in everything you do, when it comes to goal setting, it's important to set out goals in achievable increments. The reason for this, especially for first years, is that there is a learning curve involved in sales, just as there is to riding a bike or playing a sport. It is wise to keep this learning curve in mind when setting goals at the beginning of the summer.

For example, start with a smaller goal around 4-6 services. This way, you can match it or beat it and continue to study and practice to beat out what you did the previous week. It's important to have this incremental growth mindset that is backed and achieved by your hard work, practice, and patience. For example, a good service goal to set in the first week may be 5 serviced. Once you beat that with 7 services, your next week's goal will be 10 services, and so on. The reason this strategy works best, is because the strategy is based directly on incremental improvement of what you have proven you can achieve. If one week you blast past your goal and achieve a 17 week when your goal was 11, the next week you want to make sure that the 17 week was not a fluke and incrementally improve upon it, thus your goal will be 17. If you fall short of your goal for one week that you have already achieved, your goal for the following week should stay the same. Thus, your goal should always be your best week. Below is an example followed by a section where you can track your own summer selling goals.

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Goal	5	6	8	12	16	16	19	19	23	25	25	25
Achieved	6	8	12	16	16	19	17	23	25	25	23	28
Running Total	6	14	26	42	58	77	94	117	142	167	190	218

Keeping on Track of your Goals

The best way to keep track of your goals is to **KNOW YOUR NUMBERS**. Every salesperson should have a **Die** and **Stretch** goal for the summer. Using those numbers and the number of selling days they have left at any given point, you

should know the following sub-goals off the top of your head and have them written on your mirror, iPad/phone background, placed on your car dash, etc...

- Serviced and Sold Per Month
- Serviced and Sold Per Week
- Sold Per Day
- Sold Per Half Day

The great thing about this method is that you can recalculate your monthly, weekly and daily goals every day/week and can see your numbers chip down if you are ahead of pace. Example: If you have 4 weeks left and need 40 serviced accounts, a goal of 10 per week is what you are aiming for. Having these cemented goals broken down by time category is the first step in actually hitting them consistently.

Flaws, Hiccups and Imperfections

Sigmund Freud, a famous psychologist once did a likability survey where he had those being surveyed watch two videos. One of a person knocking a cup of coffee over, and one of a person **not** knocking a cup of coffee over. The participant of the survey highly preferred the person who knocked the cup of coffee over. It was found that flaws, hiccups and imperfections, which showed people to be vulnerable, actually made those people more likable. Think of some of your best friends, what are some of their quirks, imperfections, or habits that you like to poke fun at? Aren't those the attributes that make you smile, laugh, or enjoy most about them? Do not be afraid to be yourself while selling, while you are trying to mirror the prospect, you still want to be yourself and embrace proudly the unique things that make you who you are, especially if you have it in your mind that they are hindering the sale. This is what makes us human, relatable, and approachable.

Think of how hilarious you thought it was when your teacher accidentally swore in class around the age you were learning about cuss words. The more important, unspoken, aspect of showing your flaws is that you are making others feel more comfortable about you, and easing their fear of judgment upon themselves. So, do not be afraid to show a chink in your armor, sometimes a purposeful drop of the pin, fumble of words, exaggerated yawn, or elongated laugh can go a long way.

Working with Others: The Winning Edge

There is a direct relationship between how much you like yourself and your ability to get along with others. The more that you like yourself, the more that you like others. The more that others feel that you like them, the more confidence they will have in you. The more trust others have in you, the more you like yourself, and your self-concept goes up again. This very serious concept breeds a powerful work environment, but we don't take ourselves too seriously at Aruza.

All that is important is that you show every team member and staff personnel at Aruza a high level of respect; even in a playful and joking environment, it's essential to not take things over the edge where you are flat out making fun of or demeaning someone.

So, what is the winning edge?

The winning edge theory is that the difference between average and top-performing individuals is minimal. Tiny improvements in specific areas produce HUGE results on the backend.

Here are some examples: In the Kentucky Derby, the winning horse receives prize money ten times greater than the horse it beat by a nose. The same is true for Aruza's pay scale; the more you sell, the exponentially more you make. In professional baseball, the difference between being sent to the Minors and a million-dollar contract is one single out of every 20 times at-bat. Likewise, a handful of electoral votes has determined who won the Presidential election in the past, but nowhere are the examples as dramatic as in your own life! If you are 1% better than your competition in business, you will get 100% of the sale ~ if you are 1% worse, you get nothing.

- If you took 10 minutes out of every day to plan (each day, you have around 1,000 waking minutes, so that is 1% of your day), you would save yourself hours of unproductive time each week.
- If you spend 10% less than you earn, you will never go into debt and be able to retire with financial freedom.

Those are just the prominent examples. Tiny improvements in specific areas make significant impacts.

Ways to Ignore Outside Factors and Use Them to your Advantage

No matter what part of life you are going through or what goals you are trying to achieve, there will always be challenges that will be in your way. This summer will truly test whether you are able to think on your feet and overcome challenges or if you will try to make **excuses** as to why you weren't able to achieve more. No matter which team you are selling on at Aruza, you will have leaders that have heard every excuse there is for why you couldn't achieve what you were expecting to. These excuses often come down to outside factors and how they affect your day.

Rain: rain is the number one factor that generates excuses, of course not many people enjoy walking around in the rain, but rain comes with huge advantages. First of all, if you are prepared with extra shoes, socks, a shirt, shorts, and most importantly an umbrella, it is just like any other day. Another huge advantage of rain is that most prospects' moods will be lowered due to it raining outside so showing up with a smile on your face will immediately brighten their day. Finally, due to it raining outside, you are much more likely to be invited inside the prospect's home where you are 70% more likely to make the sale.

Being hungry or having to go to the bathroom: being hungry is a very simple hurdle to overcome. First you will want to wake up early enough to eat a nutritious breakfast and then, if needed, pack some protein bars or other snacks to keep with you while selling. Having to go to the bathroom can also be fairly simple to overcome, **option A** is to politely ask the prospect if you can use their bathroom and **option B** is to quickly go to a gas station or the woods and return back to your selling area.

Cell phones: one of the biggest challenges for almost everyone in this internship is their cell phone. Many top reps choose to leave their phone in the car because of how easily it can become a distraction. Whether you are pitching someone and your phone starts buzzing in your pocket or you're someone who gets wrapped up in social media/games, the more that you are on your phone, the less time that you have to be selling. I'm not saying that taking a 5 minute break in the morning and in the afternoon is frowned upon, in fact it is encouraged so that you have a chance to refresh and refocus. But if you take two 15 minute breaks in the morning and two in the afternoon, you're selling yourself short. Losing 1 hour a day is losing a minimum of 78 hours during the summer. If you're selling 8 hours/day, you basically just lost 10 days of selling and lost a minimum of $\frac{1}{6}$ of your potential earnings.

Whether in everyday life or during the time of the internship, you never truly know what events may come up on a given day, week, month, etc... and most events/challenges you cannot control (weather, family stuff, a spouse's response to their partner purchasing the service, people not being home), however what you can control is how you react to each given situation. Simply take a step back and look at the challenge from a third party perspective and ask yourself, "Is there anything I can do to help better this situation/overcome this challenge?". If the answer is yes, then take action and give it all you got. If the answer is no, it's probably not worth acknowledging in the first place and you can carry on doing the best you can on other activities/tasks.

Negative Team Members

Having negative team member(s) can be one of the most detrimental factors to your summer success and experience. Being around negativity can drag you down without you even realizing it. If someone on your team is being constantly negative or a bad influence on you, start to surround yourself with other members of the team who can lift you up and notify your team leader. Negativity is a team killer and it can creep up behind the scenes without a Team Leader noticing. Understand that if you are being constantly negative, complaining, etc.. you are harming every other member of your team. Be a positive influence, build other people up, and don't be afraid to make someone aware if they are being negative. Your team's success starts with you and your own day to day mindset.

Industry and Company Knowledge

Different Type of Pest Control Products

Our service pros have a wide variety of different products that they can use to take care of any problems that people may see in or around their house. Knowing the names and the chemicals is not important unless you want to make the person you're talking to fall asleep, however, it is important to know what they do and how they're effective to properly explain that to customers to show that you're an expert and someone who can be trusted.

When dealing with general pests, the main products that will be used are repellants and non-repellent insecticides and whichever product you're using will be based on what pests and where the customer is seeing pest activity.

Repellants are particularly useful when there is no current activity inside the house. When pests walk up to a repellent they can immediately sense it and will choose an alternative path. For example, if an ant colony is outdoors and ants are trying to enter the house for food or water, a repellent will force them to abandon their trail. Repellent materials are those that act as a chemical barrier or knockdown agent.

Want to keep occasional invaders like earwigs, springtails, or tiger beetles away from a home? Have cellar spiders and black widows been building webs around customers' eaves? A repellent material is just what you're looking for. If the ant colony is indoors, repellent products may fence in the ants, keeping them inside and making the problem seem even worse. In cases where pest activity is high on the interior, a non-repellant should be used.

Non-repellent materials are those that are undetectable to pests, such as baits and insect growth regulators (IGRs). Because pests are unaware of their presence, many more individuals are exposed to the product, which is just what you want if you're dealing with social (ants, yellowjackets) and communal pests (cockroaches).

Non-repellents often have a good residual, though this varies from product to product. As these ants return to the nest, they are unknowingly tracking the insecticide with them and transferring it to their nestmates. Over time, this eliminates all of the ants including the queen. While this method is slower than some, it usually results in complete eradication of the ant colony.

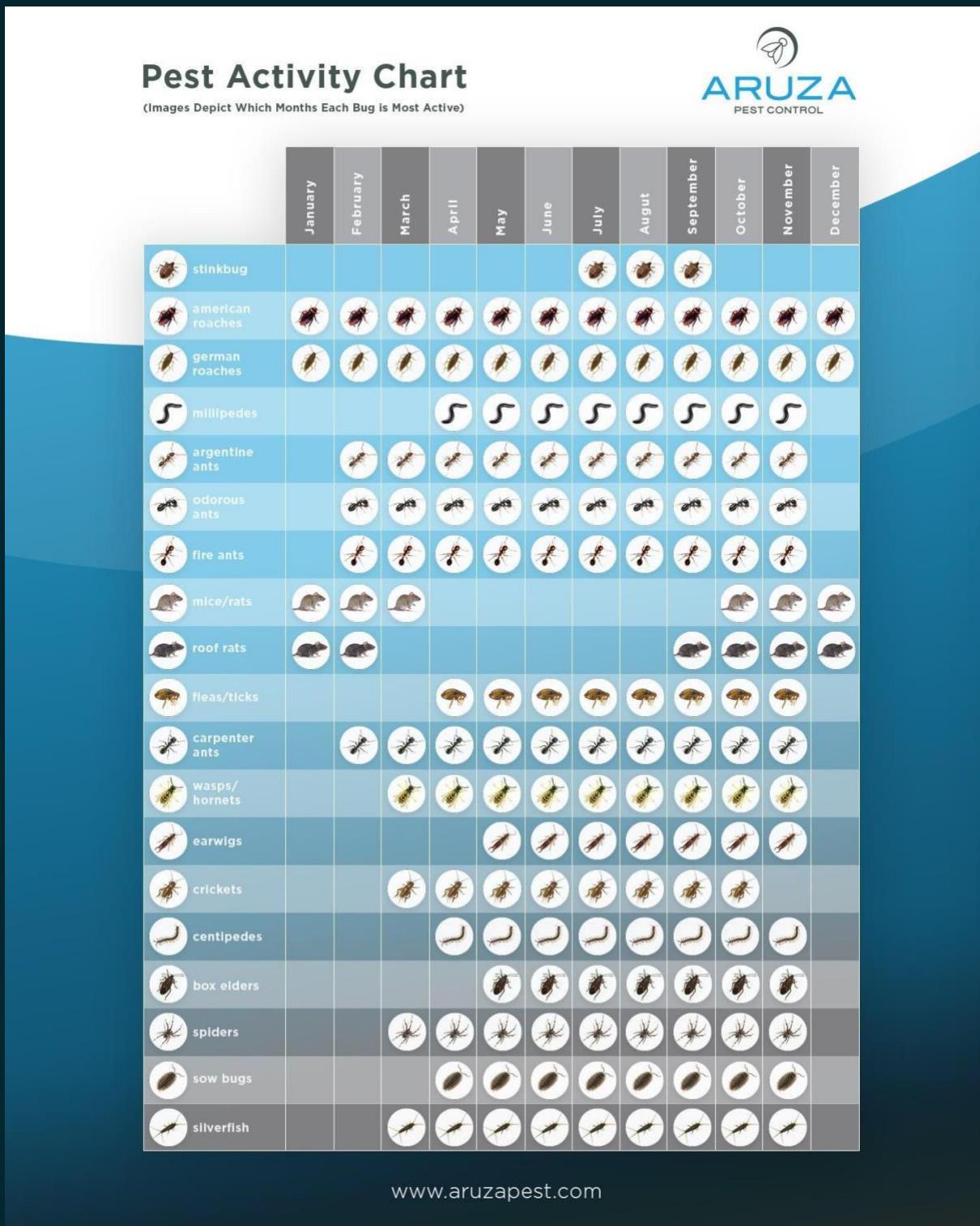
Bug Life Cycles

Understanding the science and the industry foundation of bug cycles is an absolute must in pest control sales. About 1/3 rd of the objections faced in this job can be resolved by having a strong understanding of how bug cycles work. Something that must be understood is that Pest Control is not a guaranteed and automatic fix, it acts more as an insurance policy to prevent ongoing bug problems, as well as resolving current ones. The reason we must come out on a quarterly basis in a subscription based model, is because we are dealing with mother nature at the end of the day with thousands of different variables. Pest Control is a lot like taking an antibiotic. If you take it once or twice, your infection will improve, however, it will not be fully eradicated. With antibiotics, it is imperative that you take the entire prescription as prescribed, or else your infection will come back. This is very comparable to the Pest Control Industry, because a bug problem can be treated once or twice and have visual improvement, but nothing is stopping the bugs from coming back without a continuous and consistent service. This is why Aruza offers a satisfaction guarantee and not a money back guarantee. If a customer is still seeing more than the occasional bug, after the first 14 days, it's our job to keep them insured and solve their inevitable problems over time.

Why is a one time service not enough? Other than everything stated above, pest control products are designed to attack the exoskeleton, brains and nervous systems of bugs. During the first service, our products are affecting the developed and maturing bugs, however not the ones still in their egg form because they do not have any of the above characteristics yet. That being said, even if the existing population of bugs are eradicated during an initial sweep, the eggs will hatch eventually creating a new population of pests. This is why it is crucial for homeowners to have an ongoing service and why a one time treatment at the end of the day is a waste of money.

Why is a quarterly, bi-monthly or monthly service needed? Other than everything stated above, different pests also follow different mating, egg and hatching cycles.

While a majority of them are during the Spring-Fall months, we must still get ahead of them before a problem arises. A continued service also gives us the opportunity to properly do our job and insure customers in an instance that a not uncommon and natural problem arises in between our services.



Pest Control Safety Information

EPA Warning Labels

Caution- Generally safe, just like toothpaste in the way that you don't want to get in the eye or consume it.

Warning- More intense products for specific and serious cases, licensed service pros are the only ones that can apply.

Danger- What is used in industrial farming, bad for animals and the environment.

Chrysanthemum Flower

- What a majority of pest control products are derived from
- Effect insects brain and breaks down their exoskeletons
- Enzymes in these products do not attack the proteins in mammals

Aruza's Product and Procedure Safety Credentials

- GreenPro Certified
- Quality Pro - "The mark of excellence in Pest Control services"
- BBB Certified
- Member of the National Pest Management Association

Bumble Bee's

Without explanation, you probably understand why treating or potentially harming Bumble Bee's is illegal in the United States. One way we combat this is by not treating on or around any plants that produce pollen. Secondly, most residential pest control products do not contain a chemical compound called neonicotinoids which are particularly toxic to pollinators. Aruza takes all industry guidelines involving the population health of our Earth's pollinators very seriously.

Aruza vs. Competition

In the Pest Control industry, companies can be categorized simply into 3 different categories. Each of these company types come with their own advantages and disadvantages depending on customer's needs and expectations.

Mom and Pop Companies

Mom and Pop companies are small town focused operations, usually have a strong customer base of loyal locals who sometimes know the owners personally or through association. These companies' strengths include things you'd expect out of small companies, such as a family feel, great customer service, and attention to detail. Mom and Pop customers are usually the most loyal as well. Sometimes, depending on loyalty, Mom and Pop customers are unqualified, however a lot of

times they are pretty easy to switch over if you are good at building value. The biggest disadvantage of these small businesses is that they do not have the capital and resources needed to invest in the best procedures, services, products, and equipment. Most likely these customers are either getting occasional services, or are subscribed to a very basic pest control service.

How to switchover:

Build value, build pride, develop a relationship, don't get in a price battle or criticize, don't be too pushy.

Nationwide Companies

Big nationwide companies are what you would expect and a lot of times are owned by a holding company complete with a board of directors and executive board. At the end of the day, these companies have one goal in mind. It is to answer to their superiors and ensure a good profit margin and bottom line. Since these companies are multi-million dollar companies, they have the capital and resources to invest in the areas that Mom and Pop companies lack. That being said though, a disadvantage these companies have is what is also their biggest strength, size. These larger nationwide companies usually lack quality control, customer service, and everything else Mom and Pop companies specialize in. Nationwide companies also have the least amount of loyalty from their customers. They tend to use marketing sales forces from other companies and buy smaller pest control companies' customers, decreasing the synergy between sales and service.

How to switchover:

Build value, express attention to detail and care for customers, develop a relationship, don't get in a price battle or criticize, harp on local aspects.

Regional Sales Companies

Regional Companies (a lot of times) are the best of both worlds when it comes to having the capital and resources to invest in the modern and improved operations, while also being small enough to have a strong grasp of their business, causing higher quality control and relationships with customers. Regional Companies, much like Aruza, use an in-house sales program which promotes a strong synergy between sales and service which is pivotal for customer satisfaction and retention. Aruza is not the only regional sales based company that there will be in your market, however, most people with regional sales companies have been sold before, therefore they can be sold again.

How to switchover:

Build value, express attention to detail and care for customers, develop a relationship, don't get in price battle or criticize, can be a little more pushy with these prospects.

HomeTeam

- Started: 1996
- Headquarters: Dallas, TX
- Typical price: \$150 initial, \$95 quarterly -
 - \$435 first year then \$380 second year +
- Service: quarterly, includes inside treatment, perimeter spray, de-webbing exterior, and warranty
- Special notes:
 - Usually found in newer or cookie cutter neighborhoods
 - HomeTeam works with construction builders to install Taexx tubes inside wall voids when building new homes. Taexx tubes allow a dust barrier to be injected inside into wall voids to protect against bugs.



Types of Pests

Learning more about pests will make you appear as more of an expert when you are talking to potential customers. No one wants to buy from a sales rep who knows less about killing bugs than they do. That's why having basic knowledge of pests' nesting, breeding, and foraging habits will help build trust with the prospect, making them have more confidence in making a decision.

The most common bugs you'll see and the main ones that homeowners are trying to eradicate are described below.

Ants

Ants are one of the most common household pests. Social critters, they often live in colonies that can consist of tens of thousands of members. Some of the most common species include sugar ants, carpenter ants, argentine ants, and fire ants.

Attracted to sweet fragrances, they will eat almost anything from meats to fats. Currently, there are estimated to be over 1000 different types of ant species in North

America, however, there are 2 types that you will specifically be seeing on the majority of properties.

Sugar Ants

These ants are extremely small and when someone says they see ants on the inside 90% of the time they are sugar ants. Their colonies can have multiple queens, which we have found to be the main reason people are unable to successfully control them. When these ants are in the landscape around your home, inevitably, they will eventually find their way inside without preventative treatments. No amount of caulking will be enough to keep them out since they are so small. Once inside, ghost ants are usually seen first in the kitchen or bathrooms since they are attracted to moisture. They will often colonize wall voids or spaces between cabinets and baseboards. The best way to eradicate these ants since their colonies are so large with multiple queens is to use a non-repellant and a baiting agent for the working ants to pass the product to the entire colony.

Fire Ants

Fire ants can be red and black and are always seen predominantly in the yard with a big dirt mound sticking out of the ground. You might have thought that the giant dirt mound is where they live, but actually, fire ants utilize underground tunnels as well. These allow them to transport food, build nurseries for the young, and generally move about undetected and undisturbed and these tunnels can extend as long as 25 feet. They are very protective and aggressive, so they will attack anything they remotely perceive as a threat to their colony. Just like sugar ants, the best way to eradicate a large colony is to use a non-repellant that the fire ants will track back to their colony spreading it like a virus, infecting the entire colony.

Spiders

With there being a large number of spiders found around houses, and with all of them having varying sizes, habits, and diets, each neighborhood you enter could be dealing with a different species of spider. Spiders mainly eat other insects so by eliminating their food source you will see a dramatic reduction in activity around the house. Spiders do not react as strongly to chemical treatments as other insects unless they come into direct contact with the spray itself; contact with residue alone is not enough to kill spiders. Aim to remove spiders, egg sacs, and webs from your house to reduce numbers long-term.

Cockroaches

Many cockroaches live in warm, tropical areas and feed on decaying wood and leaves. Cockroaches are nocturnal insects that prefer to feed and live in the dark. The two main cockroaches you will come into contact with are the American cockroach and the German cockroach. It's important to differentiate these two as

they have two different approaches to eradicate them from a property. Since both pests will spend time in drains, sewers, and other unsanitary places, they collect plenty of bacteria on their bodies. German and American cockroaches can transfer germs to a surface simply by walking on it. As they feed, they also contaminate pantry items and potentially pass diseases to humans. While there are many differences in appearance between German and American cockroaches, these species can cause similar issues.

American Cockroach

These pests range from 1 ½ to 2 inches and also go by the name of waterbug or palmetto bug. American cockroaches live primarily outdoors, but it's not uncommon to find them inside a structure in the United States and are typically found in sewers and drains. In fact, American cockroaches are the most common cockroach species found in city sewer systems. American cockroaches are often spotted in shady, humid areas like flower beds and underneath mulch piles.

American cockroaches will move indoors when they experience a food shortage or a significant change in the climate. They often enter structures by being brought in on human belongings, coming up from the sewer system via drains or occasional mass migration from other structures, dumps during warm weather. Once inside a residence, American cockroaches usually make their way into the kitchen, bathroom, basement, or laundry room in search of food and water. American cockroaches feed on many kinds of food, but they show a particular fondness for fermenting material. Outdoors, they tend to eat decaying leaves, fungi, algae, and small insects. Indoors, they eat crumbs found under appliances, in drains, behind kitchen cabinets, and on the floor as well as pet food that is left uncovered.

German Cockroach

These pests tend to be only ½ inch much smaller than the American's. They prefer to live in warm, humid places close to food and moisture sources. They are frequently found in residential and commercial kitchen environments, and bathrooms, so these are the two most likely places for infestations to occur and in extreme cases can also be found under floor drains and inside furniture. German cockroaches are the fastest reproducing roaches. Adult females can produce from four to eight egg capsules in their lifetime; each capsule contains 30-48 eggs. If you see one, chances are, there are more hiding nearby. It is common to see their droppings in areas they frequent, which are small, dark, and referred to as 'pepper-like' material that can be found on countertops or in drawers. In order to eradicate German cockroaches from a home it takes multiple intensive services since they breed at such a rapid rate and one survivor can create enough offspring to cause an infestation if left alive.

Wasps

Wasps live everywhere but Antarctica. Wasps can sting over and over again. Wasps make nests from paper. They chew up strips of bark and spit it out again to form a rough paper. A queen starts a new colony each spring. She raises a few worker wasps first to make the nest larger and bring food. Then she starts laying eggs. A colony can grow to 50,000 wasps in one summer. In the fall, all the wasps die except for a few new queens. The new queens spend the winter in an old log or burrow. In the spring, they make new colonies.

Mud Daubers

Mud daubers are solitary wasps that construct small nests of mud in or around homes, sheds, and under open structures. These wasps have longer and more slender bodies with a more narrow, thread-like waist than traditional wasps do. Mud is rolled into a ball, carried to the nest, and molded into place with the wasp's mandibles. The mud dauber builds a series of cylindrical cells that are eventually plastered over with mud to form a smooth mud nest about the size of a fist. After completing the mud nest, prey are stung and paralyzed before being placed in the nest. A single egg is deposited on the prey within each cell, and the cell is sealed with mud. After the wasp has finished a series of cells, she departs and does not return. The larvae that hatch from the eggs feed on the prey items left by the adult wasp. New adult wasps emerge to start the process over again.

Silverfish

If you're looking for silverfish, you'll find them in moist, humid areas with little foot traffic and lots of food sources. These insects don't require much water but do need proteins, sugars, and starches, which are mostly derived from things like newspapers, books, wallpaper, fabrics, and even dead insects. Silverfish are most commonly found in the bathtub or sink. These places attract silverfish who are looking for a water source. While it can take up to two years for a juvenile silverfish to become an adult, the insect has a relatively long lifespan when compared to other insects. Typically, silverfish live between three and six years but can live up to eight if conditions are right. Once a female silverfish reaches her adult stage, she can produce between two and 20 eggs every day for the rest of her life. These eggs are typically laid in protected areas, such as crevices, cracks, and under carpeting or rugs.

Mosquitoes

Mosquitoes find hosts by sight (they observe movement); by detecting infra-red radiation emitted by warm bodies; and by chemical signals (mosquitoes are attracted to carbon dioxide and lactic acid, among other chemicals) at distances of 25 to 35 meters. Bigger people are often more attractive to mosquitoes because they are larger targets and they produce more mosquito attractants, namely CO₂ and lactic acid. Only female mosquitoes bite. When someone mentions the term

“world’s deadliest animal” you probably start thinking of sharks, tigers, crocodiles, and other fierce creatures. Well, it may shock you to learn that it’s actually mosquitoes. Why? Well, it’s down to the harmful diseases that they are known to spread. It is estimated that mosquitoes live less than 2 months!

Ticks

Ticks are parasites that are approximately 3-5mm long. They are typically found in wooded areas or overgrown grass where they will latch onto a host to feed. Ticks can transmit diseases, the worst being Lyme Disease and Rocky Mountain Spotted Fever which in the worst case scenario can kill humans or have life lasting effects.

Aphids

Very small green insects that suck plant juices out of leaves which often leaves holes in leaves. Gardeners hate aphids because they make their plants look like they are dying. Aphids secrete a sweet liquid called honeydew that ants love. Ants will protect aphids because aphids provide food to ants in a symbiotic relationship

Other pests you will encounter throughout the summer:

Fleas

Pill Bugs

Earwigs

Millipedes

Centipedes

Beetles

Crickets

Mice

Rats

Yellow Jackets Fleas

Snails (Depending on branch) Slugs

(Depending on branch)

Bug Entry Points Depending on the Base of the House

All homes have pipes, cables, and vents that exit the exterior of the home. More often than not, these openings are not completely sealed off and allow bugs to enter the home. Window seals, door ways, and garage doors also create easy entry points for crawling bugs to enter the home. Other than these obvious ways for bugs to get into any home, there are other entry points depending on how the home was built. Below describes some of the more common built homes and entry points to point out to customers when describing the base treatment.

Slab

Homes built on a slab foundation, usually made out of concrete, are susceptible to insect infestations. Over time, the house settles and produces cracks and gaps in the slab. The slab attracts pests to form nests under the slab due to its dark and moist atmosphere. After nesting, these pests will then find their way into the home for cool temperatures, water, and food during the warm seasons. Commonly, a bait treatment is used on the first service in order to target these harborage's and eliminate them before using repellents around the base of the homes to ward off any invaders from camping out in the slab once again.

Brick

Brick homes contain small gaps along the base of the home about every 6 bricks called weep holes. Weep holes allow air to ventilate out of the home. They help dry the structure and drain excessive water to prevent mold. While this function is necessary, there are serious drawbacks. These openings are essentially an open door with a welcome mat to allow ants, spiders, roaches, rats, and other bugs and rodents to enter the structure of the house.

Stucco

Normally stucco is an exterior covering applied to brick houses. Instead of weep holes, stucco homes have vents that are much larger that allow the house to breathe. This is the main access point for bugs and rodents to enter the home.

Siding

If you look under the siding you will usually find a gap that will run all the way around the home, this gap acts as a highway for pests to find their way into even smaller gaps to get into the home. Aruza helps ward off these invaders by treating 3 feet out, into the foliage away from the base to repel insects from coming towards the home, and 3 feet up the base, to make sure insects can't get into entry points.

Misc. Advice and Tidbits

Co-Founder Christian Ludwig's Script

"Do you see up here in the eaves of your home?" *wait for a response and nod until they do* "I know you've been seeing some spider webs, dauber and wasp nests?" *wait for a response and nod until they do - you really must be assumptive here because you are helping them realize there is a problem. * "What you REALLY NEED to have done is to have everything swept down on your home." *this is the preface* "I'm going to use a 30ft brush poll today to accomplish this and go around your entire perimeter all the way to the top!" *This is the feature. It's important to make it very clear what you are doing and use an illustration on each feature. For this feature I do a big slow circle with my finger pointing upward and then extend that finger more when I say 'all the way to the top*. "What this means for you." *this is the transition into the benefit* "Is that you won't have any

of the spiders, specifically the recluses, widows, and wolf spiders out here.” *building the problem by highlighting specific dangerous bugs* “getting into the fascia vents, dropping down into the wall voids, and inside the home” *use your and your fingers to emulate a spider taking this action by going up with your fingers, then straight down, and forward while wiggling your fingers* “It’s also going to keep wasps away and maintain the appeal of the home as well”.

wave toward yourself on the other side of your body and turn around and presumptively walk towards the base of the home. assume they will follow you but if not it’s perfectly fine - if you can get the person out the door, in the yard, or even in the backyard, you are much more likely to make the sale. “Now, do you see the base of your home here? You know how you get cracks and creases that form over time here in the stucco?” *if brick mention cracks as well as weep holes* “What the neighbors love that I do is a 6-foot base treatment” *kneel down and go three feet up and three feet out with a concrete full hand motion* “I treat three feet up, and three feet out, that way *transition to benefits* nothing comes to, and inside the home popping up in the kitchen or bathroom, or scales and nests in the eaves, although we got you covered up there! *chuckle at the end*

preferably do this while at the base of the home so you can point directly out into the yard and even walk around demonstrating what the service pro does “You know how the best defense is a good offense in sports? Well, that’s what I’m doing with your home, industry leading defense doing the base eaves and returning for free service whenever you need us within 48 hours if you are seeing more than the occasional pest, after the first 14 days, but where I do my best work and what the neighbors really like *pause for effect and build mystery*, is what I do out here in the yard!” *point out with open hands in the direction of the yard like you are introducing the yard* “This is where the bugs come from right? Where they are nesting and breeding?” *these are your two obvious YES questions* “And here in the hot summer months all of these creepy crawlers are looking for a place that’s cool, has moisture, and snacks, and guess where that is?” *tap each of three fingers when you are saying ‘cool, has moisture, and snacks’ and then jokingly point towards their home if they don’t get the hint - this is attaching pain to not doing anything like we’ve discussed before* “Thankfully *put hands up in an ‘okay’ signal* we have a separate agricultural license that allows me to inspect and custom treat your full property for any stingers, clingers, or biters” *walk a little bit around the years motioning the inspection and custom treatment then turn back quickly after ‘biters’ as if a lightbulb went off in your head and say* “Now you’re going to be here today right?”

or tomorrow, smile and head nod big here

Co-Founder Jordan Agee’s Golden Door Mentality

1000 Club or \$550,000

Creating a breakdown of your monthly, weekly, and daily goals. (Number of active sales or serviced revenue)

The requirement for a Golden door award is 1000 accounts or 650k in serviced revenue. Based on a 16 week selling season, this means you need to be at an average of a little over 5k in revenue per day, around 34k a week or little more than 135k per month. Obviously these goals will be more or less based on your previous cancellation rates and will need to be adjusted if you are willing / able to sell throughout pre and post season. Having these goals in your head everyday will be huge knowing where you are presently and what you still need to be achieving if you are behind. There will certainly be work days when you have a smaller production day and do not hit your daily goal or monthly goal and that is part of the

game. But if this achievement of **Golden Door** is something you are really wanting, you need to know that the next day, week, or month, those numbers need to be made up for. This is an achievement that **less than 1% of sales reps** will ever do in their sales career so you **NEED** to be willing to do and put on the line what less than 1% of sales reps will be willing to do. If that means selling later than everyone else, working full days on Saturdays or skipping your hour lunch break and eating quickly in your car, that's what it will come down to.

Your Vision

With the **Golden Door mentality**... you can not at any moment think it is impossible to achieve this goal. Every year there are sales reps that put everything on the line and make the sacrifices needed. At any moment you doubt yourself and you start thinking negatively you will see that it will affect your mindset and confidence and consequently your production / numbers. It is very important to put your head down and keep working no matter what with all the confidence in the world. Your vision needs to be clear and the distractions from your personal life needs to be eliminated as much as possible. I found that it is mandatory to have these qualities while working through your journey.

Good Health

The days will be long and they will be hot! Make sure you are taking care of yourself. Eating properly and enough, taking vitamins, and staying hydrated will be important steps to be able to endure and work the necessary hours to hit your goals. Having good mental health is also extremely important. Meditation and time for you to rest and evaluate what you need to change and what you need to improve on will also be key to having a clear mindset.

Proper Motivation

I would recommend having a goal that explains your "**why**". Why do you want to be a **Golden Door winner**? Why do you want to make hundreds of thousands of dollars? What reward will you be receiving once hitting your goals? It is very important to be incentivized throughout the summer for you to continue strong during the hardest parts. You need to find out what will push you to the very end.

Regardless if it is a fancy sports car, trip around the world, or even just holding the title of what very many few sales reps in the industry will ever do, having your **WHY** is so key to being successful.

Area management

(Getting to know all the neighbors and small things about them to build rapport). You need to be known as "**that guy**" that everyone wants and trusts. There were neighborhoods where I would drive through and people would literally chase my truck down to get setup for pest control because they had lost my flyer. They knew

everyone else in the neighborhood used me and trusted me and they did not want to be stuck with the company that used cheap tubes in the wall with terrible customer service. Talking with everyone and milking the area seems like a lot of work, but it will be extremely beneficial, profitable, and will save you so much drive time. There are some neighborhoods where I will sell almost every single person and the ones I don't sell immediately that want to think about it, **WILL** call when they see those Aruza trucks servicing all their neighbors. Bandwagon is a real thing, especially with services like pest control. Instead of starting with a fresh hood constantly with people that don't know you yet and you aren't familiar with the vibe of the neighborhood, it is **SO** important to connect with as many people as possible and work your area strategically. Keep notes on which houses have not been contacted or moved in yet. Ask questions of when people are planning on moving in and follow up with those people. You will learn that those people will end up going with someone else if you do not follow up with them in a timely manner.

Always **ask for referrals** and other neighbors who may be interested. When you refresh your area on the app and you see a bunch of stars over the majority of your neighborhood you are working, you know that you are on the right path and you are doing the right things to work your area wisely. Map out the area every night and know before heading to the area which houses you need to hit and what neighbors you need to talk to. You will find that if you try and wing a work day without a game plan and preparation that you will lose hours of valuable time. Also have the day prepared before leaving the house on how you will hit your daily goal.

The sales app and competition with others

Use the sales app to push you. When you see someone sell an account before you do or have more than you do before lunch or on the day, use this to light a fire up your A\$\$ to get going and get back on top. Keep track of who is behind you and who is in front of you and what you need to do to be number 1. Most importantly keep track of where you need to be with your personal pace, but use friendly competition between other sales reps in the office or company and take the company incentives seriously to win everything. It's your time to shine!

Steady pace / finding a happy medium

There probably once was a time when you thought "**wow I had a 5k day that's huge!**" As your **Golden Door** mentality engages you will start to realize that you can do that every single day, and a lot of times you can put up way more than you think. When you find things that work for you and you are seeing yourself hitting your numbers consistently everyday, you know that you are on the right road to success. **Do NOT give up.**

Humble yourself



There will be reps that say and do things during the sales process that will be better than you. Just because you are a “big hitter” or you think you are a “big deal” you can still learn from other reps, leaders, and even rookies that have found ways that work for them. Don’t be afraid to try new things to see what works the best for you. When you start hitting a consistent pace on target, continue that until reaching your goal. Every area you go to may require a different tone or approach in higher or lower income neighborhoods, so it is extremely important to be able to adapt to your potential customers and find a way to connect and comfortably close them.

So many reps want to know my “secret pitch” and how I can sell so many accounts There's no such thing as a **record breaking pitch**, only a **record breaking mindset**, so it's time to break all personal records... mentally, physically, financially. It's time!!!
Good luck to each and everyone one of you.

Great Reads for the Role

How to Win Friends and Influence People by Dale Carnegie

Door to Door Millionaire by Lenny Gray

More Door to Door Millionaire by Lenny Gray

ABC's of Closing by Sam Taggart

Selling Boldly by Alex Goldfayn

Sell or Be Sold by Grant Cardone

The Power of Habit by Charles Duhigg

People Buy You by Jeb Blount

The Science of Selling by David Hoffeld

If You're Not First You're Last by Grant Cardone

The Psychology of Selling by Brian Tracy

The Art of Closing the Sale by Brian Tracy

The Go Giver by Bob Burg

Extreme Ownership by Jocko Willink

The Way of The Wolf Straight Line Selling by Jordan Belfort

Exactly What to Say: The Magic Word for Influence and Impact by Phil M. Jones