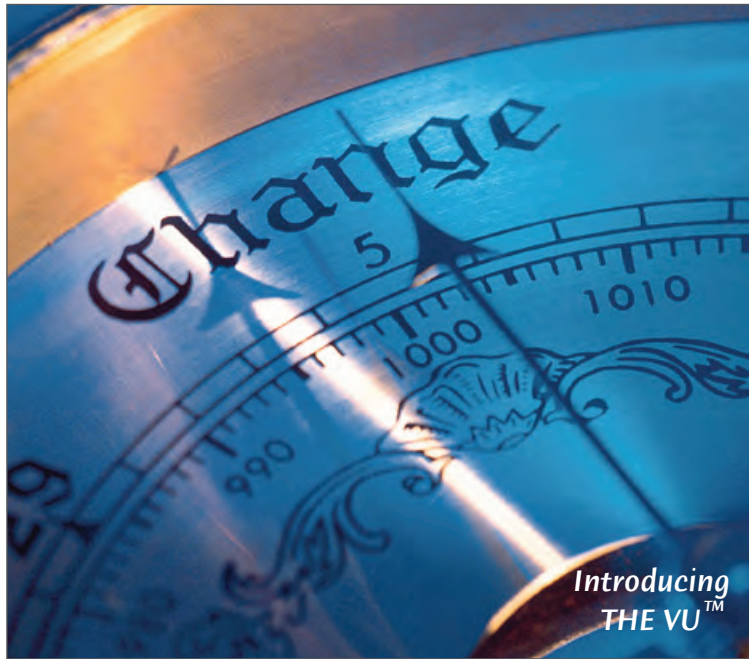


TIME & TERRITORY
MANAGEMENT
PROGRAM
SECOND EDITION



The Western Pest Services®
S M A R T G U I D E
To Business Development

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Division of Orkin, Inc., a wholly owned subsidiary of Rollins, Inc.

Second Edition
Printed in the United States of America

TIME & TERRITORY
MANAGEMENT
PROGRAM

SECOND EDITION

The Western Pest Services®
Smart Guide to Business Development



HOW TO UTILIZE WESTERN'S RESOURCES TO:

- Learn short and long range strategies
- Maximize sales potential
- Organize yourself to success
- Focus on sales activity vs. time
- Identify target markets
- Design better programs and proposals
- Strengthen and retain customer relationships
- Develop referral sources

Acknowledgments

“A wise man will make more opportunities than he finds.”

Francis Bacon, 1625

Some of my greatest teachers have been customers. They have taught me the power of listening and the importance of providing them with products or services that offer good value. They have given me the gift of loyalty when I have treated them with fairness and compassion. And they have rewarded our company with new customers when they have benefitted from the job that we did (and continue to do) for them. Together they have shaped my own development and infused it with the collective wisdom of my contemporaries.

To the Western regional sales managers, who remember to stay close to our customers, I also owe an important Thank You: Billie Carberry; Bill Devine; Dan McArdle; Chuck Webber; Mike Whalen; Laura Norton, our Commercial Division administrative assistant, who ensures that the entire team always shares critical information; and Tom Algeo. They help build our business day in and day out. I am truly grateful to them for their commitment and desire to become everything they are capable of becoming.

There is a popular saying that “the dictionary is the only place where success comes before work.” While this book may have taken a few months to produce, in reality it has taken decades to prepare. The challenges that I have faced are not unlike those that many others have faced during this journey. Experience has taught me what will *work* and what will *not*; thus, my own success strategy can now become yours. Consider it a road map that allows you to enjoy the journey as much as the destination.

Thank you to Peter Lyons Hall, marketing consultant and editor, with Business Demographics Inc., and other professionals who continue to share their expertise with me and who have helped strengthen the business development efforts of our sales force as a result.

Robert J. Suriano

Robert J. Suriano
Commercial Division Manager
Western Pest Services



Table of Contents

SECTION	PAGE
ACKNOWLEDGMENTS	ii
TABLE OF CONTENTS	iii - v
FOREWORD by Glen Rollins	vii
CHAPTER ONE: Introduction - The Salesperson's Role	
■ <i>Introduction to the Second Edition</i>	viii
■ <i>Starting with the Right Attitude</i>	1
■ <i>The Salesperson's Role</i>	2 - 3
■ <i>The ROLLINS Advantage</i>	4 - 5
■ <i>Introducing The VU</i>	6 - 7
■ <i>The VU System Diagram & Leverage</i>	8 - 9
■ <i>The Salesperson's Daily Goal</i>	10
■ <i>Chapter Review & Discussion</i>	11
CHAPTER TWO: Target Markets	
■ <i>Getting Started: Where Do You Find Prospects?</i>	12 - 14
■ <i>What Makes A Good Prospect?</i>	15
■ <i>How Are Buying Decisions Made?</i>	16
■ <i>Why and How To Keep Track of Things?</i>	17
■ <i>ACT! and The How</i>	18 - 19
■ <i>Target List Organization</i>	20
■ <i>Keep Updating Your List</i>	21
■ <i>How to Do a Mail-Merge</i>	22 - 23
■ <i>Chapter Review & Discussion</i>	24 - 25



Table of Contents



SECTION	PAGE
CHAPTER THREE: Advanced Sales Training	
■ <i>Let's Start Selling: Inventory Checklist</i>	26
■ <i>Organization: Key to Success</i>	27
■ <i>The Mobile Office</i>	28
■ <i>Training Programs</i>	29
■ <i>Let's Start Selling: The Preparation</i>	30
■ <i>The Importance of Questions</i>	31
■ <i>The Seven C's® Program</i>	32
■ <i>The Seven C's® - The Confirmation</i>	33 - 35
■ <i>The Seven C's® - cont'd</i>	36 - 37
■ <i>Professional Selling Skills (PSS Program)</i>	38 - 39
■ <i>The Core Selling Activities</i>	40
■ <i>The Core Selling Activities, cont'd.</i>	
• <i>Telemarketing</i>	41 - 43
■ <i>The Funnel Concept</i>	44 - 45
■ <i>The Core Selling Activities, cont'd.</i>	
• <i>Office leads</i>	46
• <i>Referrals</i>	46
• <i>Good will calls</i>	46
• <i>Testimonials</i>	46
• <i>Premiums</i>	46 - 47
• <i>Testimonial examples</i>	48 - 51
• <i>Clover-leaving</i>	52
• <i>Cold calls & walk-ins</i>	52
• <i>Appointments</i>	52
• <i>Follow up calls</i>	52
• <i>Letters & correspondence</i>	53
• <i>Direct mail</i>	53 - 54
• <i>Trade associations</i>	55
• <i>Networking</i>	55
• <i>Trade shows</i>	56 - 59
■ <i>Chapter Review & Discussion</i>	60 - 61

Table of Contents

SECTION	PAGE
CHAPTER FOUR: Sales Tools	
■ <i>Knowledge Base: Entomologists</i>	62
■ <i>Literature - Orkin</i>	63
■ <i>Literature - Western</i>	64 - 65
■ <i>Media & Publicity</i>	66
■ <i>Internet</i>	67
■ <i>Proposals</i>	68 - 71
■ <i>Quality Assurance & Log Books</i>	72
■ <i>Quality Assurance – Rodent Control & Audits</i>	73
■ <i>Quality Assurance – Handling Problems</i>	74
■ <i>Resources Order Form</i>	75
■ <i>Chapter Review & Discussion</i>	76 - 77
CHAPTER FIVE: Reports and Sales Tracking	
■ <i>Measurement and Tracking</i>	78
• <i>Weekly Log</i>	78
• <i>Commercial Sales Focus Sheets</i>	79
• <i>Major Account Activity</i>	80
• <i>Telemarketing Scorecard</i>	81
• <i>Telemarketing Lead Status Report</i>	82
• <i>Direct Mail Lead Status Report</i>	83
• <i>Trade Show Sales Activity Log</i>	84
• <i>Office Lead Form</i>	85
■ <i>Backup of Data Files</i>	85
A FINAL WORD: W.I.N.	86
WINNING by Vincent Lombardi	Inside back cover





“Our expertise and reputation are clearly what make Orkin the pest control company that customers turn to. In 2005, Orkin expanded collaborations with various government agencies like the Centers for Disease Control and Prevention (CDC), the Environmental Protection Agency (EPA), and the American Society for Healthcare Environmental Services (ASHES) confirming beyond a doubt that our expertise is both valued and sought after by organizations working to advance the health and well-being of the public.”

Glen Rollins

Foreword

In this revised and expanded *Time & Territory Management Program Guide*, Western Pest Services maintains a long tradition of providing the very best tools available to help each team member reach his or her maximum potential.

Bob Suriano has penned a blueprint for success that comes with no disclaimers or caveats. It is designed for every sales professional in every market Western serves – regardless of experience.

As you study this guide, you'll see that the activities it prescribes are founded on the ultimate goal of helping your customers succeed. When your customers benefit from your knowledge and expert counsel, you have done your job, and we will inevitably see your sales grow as a result.

You'll also learn about Bob's recipe for sales success: "attitude + effort = results." I couldn't agree more with this formula. Football great Roger Staubach said, "Spectacular achievements are always preceded by unspectacular preparation." Nowhere is that more true than in sales. I am confident in your abilities and wish you the best as you prepare for your own spectacular achievements.

Glen Rollins

Glen Rollins
President and COO
Orkin, Inc.



Introduction to the Second Edition

This second edition of *Time & Territory Management* program greatly expands upon the short and long range strategies to maximize new sales potential in your territory. Besides adding 40 pages, we designed it as a workbook with critical questions that help guide you toward various objectives throughout each chapter. The *T&TM Second Edition* also introduces you to The VU™ – a sophisticated technology application for your sales efforts. In addition, *T&TM* also features more information about the things that make Western unique: staff entomologists; a detailed quality assurance program and log books; a comprehensive IPM program; 78 years of experience; local, regional, and national off-site training of client staff; and a new national capability with Rollins.

T&TM was developed after years of trial and error, coupled with published and proven modern day new account generation practices. It provides you – the professional Western® sales representative – with a winning formula for success in generating new business. Like an NFL playbook, it teaches you to be observant and spot areas of opportunity. Once you have analyzed these opportunities and follow the game plan described in this book, you will be certain to reach the end zone. It eliminates guesswork. It defines the critical sales activities that *guarantee* to help you provide effective solutions for your customers, and deliver superior, sustained sales results.

Ever thought about having the freedom to pursue opportunities that you believe could grow into significant income potential? Then consider this program as a way to start your own business with No Money Down. Western will provide the infrastructure – *the prospecting sources, the marketing technology and the sales tools* – all you need to do is have the desire and the ability to invest the time and effort.

Although some describe this discipline as challenging, you will discover that your own performance will improve, as will your ability to more easily manage multiple tasks in both your personal and professional lives. Unless you understand and apply these activities consistently, however, you will not achieve the level of success that we know you can. The most effective sales reps know the direct correlation between the principles defined in this book and their own achievement.

As you begin your journey of research, learning, and discovery, you will begin to recognize that the winning formula, **attitude + effort = results**, is a proven roadmap to sales success. Always remember that *our success depends on your personal success*, and that at Western, *producers are rewarded at the expense of non-producers!* We look forward to your growth and development into the skilled account generator that we know you are.

Robert J. Suriano

Commercial Division Manager



Starting with the Right Attitude



Rowing harder doesn't help if the boat is headed in the wrong direction. *Kenichi Ohmae, 1989*

at-ti-tude (at' ə tōōd) n. [[< L aptus]] 1. a bodily posture showing mood, action, etc. 2. a manner showing one's feeling or thought 3. one's disposition, opinion, etc. *Webster's New World Dictionary*

"In a marketplace where résumés, career histories and qualifications often look the same," writes British business guru, Glenda Stone, "your attitude can be the big difference between you and the next person." All of us reveal our attitude in both subtle and obvious ways. Some avoid having to do extra work; others regularly volunteer. But what is the key element that may separate you from other representatives in the market? You reveal your attitude by taking the initiative – the willingness to get involved, to solve problems, to create solutions, to develop results. Your customers will

try to learn all about your attitude as they analyze your offer and decide whether to do business with you in the first place. It may be the most critical intangible ingredient in

The Salesperson's Role

"There is no better way to convince others than to first convince oneself."

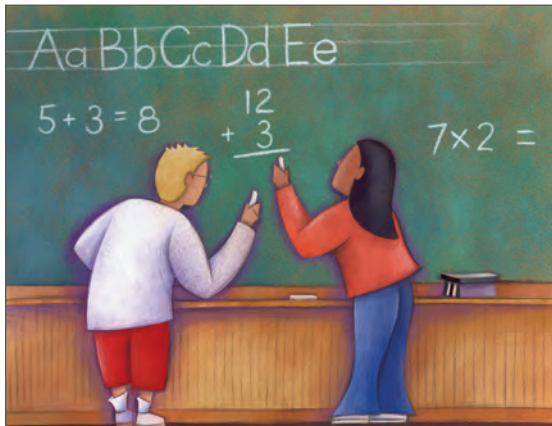
Cicero, 106-43 B.C.

The title of *salesperson* can be applied to a wide variety of sales activities throughout many areas of modern day commerce. However, at Western®, your role is largely defined as one *designed to support consistent development of new commercial monthly contract business for the branch or region to which you are assigned.*

While the activities associated with creating new business opportunities will often result in personal relationships that evolve over time, our experience has proven that this job can basically be characterized as a *numbers game*. Simply put, at Western we are in an **activity sale** – not one of demonstration, "try 'em and buy 'em," or retail sale. To that end, even a mediocre sales personality can achieve sales *numbers* if you call on enough people. While that approach has its merits, our goal is to make you a highly productive and measurably consistent contributor to the branch or region.

In order to accomplish the desired sales results, this **Time & Territory Management** plan (T&TM) incorporates not only a step-by-step blueprint, but also an incremental measurement technique in each **activity** critical to that process. Accordingly, each **activity** will have its own reporting documents or scorecard, designed to track your performance and encourage sustained improvement.

We have seen over time how the successful sales rep must carefully follow each of the sales activities on a daily basis. If you leave out steps, rest assured that you will not get the desired result.



"Our goal is to make each of our sales people highly productive and measurably consistent contributors."

The Salesperson's Role

WINNING ATTITUDE

As in any sporting event, unless you know the score, how will you know whether you're ahead or behind or just taking up space? You are part of a larger team of professionals who come to work because *they want to*. This ensures the ongoing vitality of the branch and the job security of other team members, as we continue to grow the business in a profitable manner.

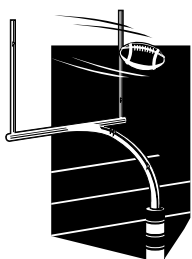


The company has carved out a piece of its operating territory and entrusted it to you to develop it to its fullest potential!

COMMERCIAL DIVISION SALES SUMMARY

Monthly Cum. Figures						Enter - YTD Cumulative Figures from Prior Month					
PROPOSALS				Quota	YTD Quota	PROPOSALS				Yearly \$\$ Quota	Quota %
# est.	\$ est.	# sold	\$ sold	\$	±	# est.	\$ est.	# sold	\$ sold		
14	\$ 3,484	3	\$ 192	\$ 1,250	85%	228	\$ 41,353	124	\$ 27,578	\$ 15,000	184%
15	\$ 1,548	1	\$ 432	\$ 1,100	-15%	249	\$ 35,889	82	\$ 8,790	\$ 10,900	81%
12	\$ 1,274	1	\$ 90	\$ 1,200	-47%	294	\$ 53,089	105	\$ 7,504	\$ 14,400	52%
14	\$ 2,853	9	\$ 1,196	\$ 2,500	-5%	335	\$ 97,549	187	\$ 27,304	\$ 30,000	91%
11	\$ 2,326	2	\$ 505	\$ 1,300	-33%	240	\$ 43,669	69	\$ 9,989	\$ 15,600	64%
8	\$ 1,220	3	\$ 355	\$ 1,200	9%	246	\$ 41,790	114	\$ 14,920	\$ 14,400	104%
11	\$ 1,303	3	\$ 497	\$ 950	-10%	278	\$ 28,834	116	\$ 9,802	\$ 11,400	86%
12	\$ 5,840	7	\$ 1,070	\$ 2,200	29%	247	\$ 163,859	102	\$ 32,997	\$ 26,400	125%
21	\$ 4,122	6	\$ 515	\$ 2,200	17%	312	\$ 129,788	118	\$ 30,463	\$ 26,400	115%
9	\$ 1,500	1	\$ 290	\$ 1,300	-39%	189	\$ 44,340	37	\$ 7,982	\$ 13,650	58%
3	\$ 470	2	\$ 320	\$ 1,350	7%	90	\$ 58,655	27	\$ 16,951	\$ 16,200	105%
5	\$ 1,415	0	\$ -	\$ 1,350	-44%	87	\$ 39,675	24	\$ 9,071	\$ 16,200	56%
10	\$ 1,099	4	\$ 404	\$ 550	75%	77	\$ 7,918	15	\$ 1,370	\$ 1,650	83%
0	\$ -	0	\$ -		0%						0%
0	\$ -	0	\$ -		0%						0%
0	\$ -	0	\$ -		0%						0%
145	\$ 28,454	42	\$ 5,866	\$ 18,450	-5%	2,872	\$ 786,408	1,120	\$ 204,721	\$ 212,200	96%

Estimates YTD	# Sold YTD	Closing %	\$\$ Estimates YTD	\$\$ Sold YTD	Average \$\$ of Estimates YTD	Average \$\$ Sold YTD	\$\$ of Actualized Contracts Needed To	Annual Contract Quota	% of Quota Achieved YTD	# Sales Weeks	Average # Proposals per Week	Average # of Sales per Week
242	127	52%	\$ 44,837	\$ 27,770	\$ 185	\$ 219	\$ (12,770)	\$ 15,000	185%	52	4.7	2.4
264	83	31%	\$ 37,437	\$ 9,222	\$ 142	\$ 111	\$ 1,678	\$ 10,900	85%	52	5.1	1.6
306	106	35%	\$ 54,393	\$ 7,594	\$ 178	\$ 72	\$ 6,806	\$ 14,400	53%	52	5.9	2.0
349	198	56%	\$ 100,402	\$ 28,500	\$ 288	\$ 145	\$ 1,500	\$ 30,000	95%	52	6.7	3.8
251	71	28%	\$ 46,995	\$ 10,494	\$ 183	\$ 148	\$ 5,106	\$ 15,600	67%	52	4.8	1.4
254	117	46%	\$ 43,010	\$ 15,275	\$ 169	\$ 131	\$ (875)	\$ 14,400	106%	52	4.9	2.3
289	119	41%	\$ 30,137	\$ 10,299	\$ 104	\$ 87	\$ 1,101	\$ 11,400	90%	52	5.6	2.3
259	109	42%	\$ 189,699	\$ 34,067	\$ 655	\$ 313	\$ (7,667)	\$ 26,400	129%	52	5.0	2.1
333	124	37%	\$ 133,910	\$ 30,978	\$ 402	\$ 250	\$ (4,578)	\$ 26,400	117%	52	6.4	2.4
198	38	19%	\$ 46,840	\$ 8,272	\$ 232	\$ 218	\$ 5,378	\$ 13,650	61%	52	3.8	0.7
93	29	31%	\$ 59,125	\$ 17,271	\$ 636	\$ 596	\$ (1,071)	\$ 16,200	107%	52	1.8	0.6
92	24	26%	\$ 41,090	\$ 9,071	\$ 447	\$ 378	\$ 7,129	\$ 16,200	56%	52	1.8	0.5
87	19	22%	\$ 9,017	\$ 1,774	\$ 104	\$ 93	\$ (124)	\$ 1,650	108%	17	5.1	1.1
0	0	0%	\$ -	\$ -	\$ -	\$ -	\$ -					
0	0	0%	\$ -	\$ -	\$ -	\$ -	\$ -					
3,017	1,162	39%	\$ 814,862	\$ 210,587	\$ 270	\$ 181	\$ 1,613	\$ 212,200	99%	52	58.0	22.3



Our *game plan* for your sales success embraces a **W.I.N.*** philosophy that proclaims *Successful people make a habit of doing the things unsuccessful people cannot or will not do*. Take care of each day at a time, and you will soon realize that the days quickly add up to become a week, then a month. Soon the year will have taken care of itself. So stay the course and bring your personality and style into the mix, as you reap the benefits that the Western sales offense has to offer.

So now...let's get started.

***W.I.N. =
What's
Important
Now!**

As in any sport,
winners find a
way to win!

The ROLLINS Advantage



The critical advantage to Western sales reps is that Orkin is a national partner with an extensive brand awareness and significant credentials, who can provide an unparalleled level of expertise when it comes to national accounts.

The name "Western" was literally drawn from a hat! With that, the Sameth team went to work. A lot of what J.E. learned through the years helped to guide Western's policy for providing quality service. With J.E.'s hard work and planning, the business grew steadily to the success that Western is today.

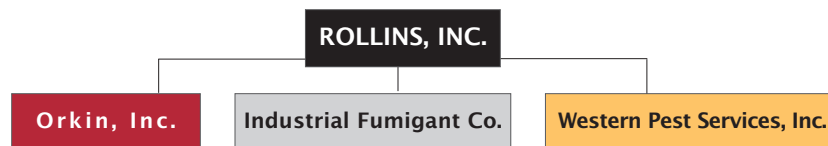
J. Edwin Sameth, founder of Western Pest Services, became intrigued with the pest control business during the depression years. So convinced was he of its high potential that J.E. was able to persuade his parents to move the family from West Virginia's Appalachian country to Newark, New Jersey, where the fledgling business was set up. It was in 1928 when J.E., at the tender young age of 20, sat down with his father, Maurice, and 17-year-old sister Ailene to start their new venture in pest control. Now, 78 years later, Western Pest Services was recognized as a premier pest control business and ranked as the 8th largest company in the industry. Based in Parsippany, NJ, Western provides pest elimination and prevention to over 130,000 residential and commercial customers from New York to Virginia with additional operations in Georgia and Florida. Western Pest Services has become one of the strongest brand names in commercial pest control in the United States.

In May 2004, **Rollins, Inc.** (www.rollins.com), a premier North American consumer services company, acquired **Western Pest Services** and affiliates for a cash payment of approximately \$110.0 million. Rollins was interested in Western

for two reasons: 1) its commercial pest control division that complements most of the services that **Orkin** (the

Rollins subsidiary and national sales arm) offers, in an area of the country in which Orkin had not been particularly strong, the northeast; and 2) the quality of its people. "We are impressed by the broad talent of the Western team and look forward to learning a great deal from them," stated Orkin president and COO, Glen Rollins. During 2005, Rollins also acquired The **Industrial Fumigant Company**, a strong, nationally prominent organization specializing in safeguarding the integrity of the food and commodities industries.

Rollins, Inc. (NYSE Symbol ROL) is one of the nation's largest consumer services companies. Through its wholly owned subsidiaries, Orkin, Inc., Industrial Fumigant Co., and Western Pest Services, the company provides essential pest control services and protection against termite damage, rodents and insects to approximately 1.7 million customers in the United States, Canada and Mexico from over 400 locations.



Notable Orkin Recent Awards and Achievements

Named to *Training*® Magazine's Top 100 for Third Straight Year
 Winner of *Food Processing*® Readers' Choice Award
 Winner of *Today's Facility Manager*® Readers' Choice Award

The ROLLINS Advantage – National Accounts Team



With Orkin as our national sales partner, there is nothing to stop you from addressing a customer need, whether it is confined to a local neighborhood or throughout North America. If you notice a regional or national accounts opportunity, advise your RSM with the contact information of the prospective client.



Partial list of Orkin national accounts.



The Industrial Fumigant Company provides quality protection for the nationwide food and commodities industries.



Orkin can ensure regulatory compliance throughout the US marketplace among these agencies:

- US Food and Drug Administration
- USDA
- FDA
- Local/State
- EPA

THE ORKIN DIFFERENCE

In you consider the benefits of your commercial pest control program, it's important to remember that not all commercial pest control companies are alike. At Orkin, we offer the most comprehensive treatment program available. Not only is our treatment thorough, but it's backed by a company unmatched in its resources. Orkin's Integrated Pest Management (IPM) program is specifically designed for your operation and is administered by knowledgeable, certified technicians armed with the latest in technology.

WHAT TO LOOK FOR	WHAT WE BRING TO YOU AND YOUR BUSINESS	✓	✗
1. Thorough Inspection	Does the company perform an eye level inspection of your facility and draw a diagram excluding problem areas?	✓	
2. Written Report	Does the company provide you with a written report reviewing sanitation and maintenance needs?	✓	
3. Tailored Solutions	Does the company offer customized treatments for rodents, insects, flying insects, odor and bird control?	✓	
4. Method or Product Treatment	Does the company use equipment that applies an accurate amount of material into cracks and crevices?	✓	
5. Precise Treatment	Does the company provide correct treatment of your facility when needed creating a continuous barrier of protection?	✓	
6. Pest Monitoring Stations	Does the treatment program use monitoring stations to determine the exact location of pest activity so they can be treated accordingly?	✓	
7. AKA Treatment	Does the treatment control the active pests, destroy their eggs and seal off the point of entry into your facility?	✓	
8. Exclusion	Does the company provide exclusion by sealing doors and holes through walls which prevent pest entry into your facility?	✓	
9. Baiting Technology	Does the treatment program offer pest-specific baits and the proper equipment to apply these materials?	✓	
10. Insect Growth Regulators (IGRs)	Does the treatment program use IGRs which break the life cycle of some pests and prevent reproduction?	✓	

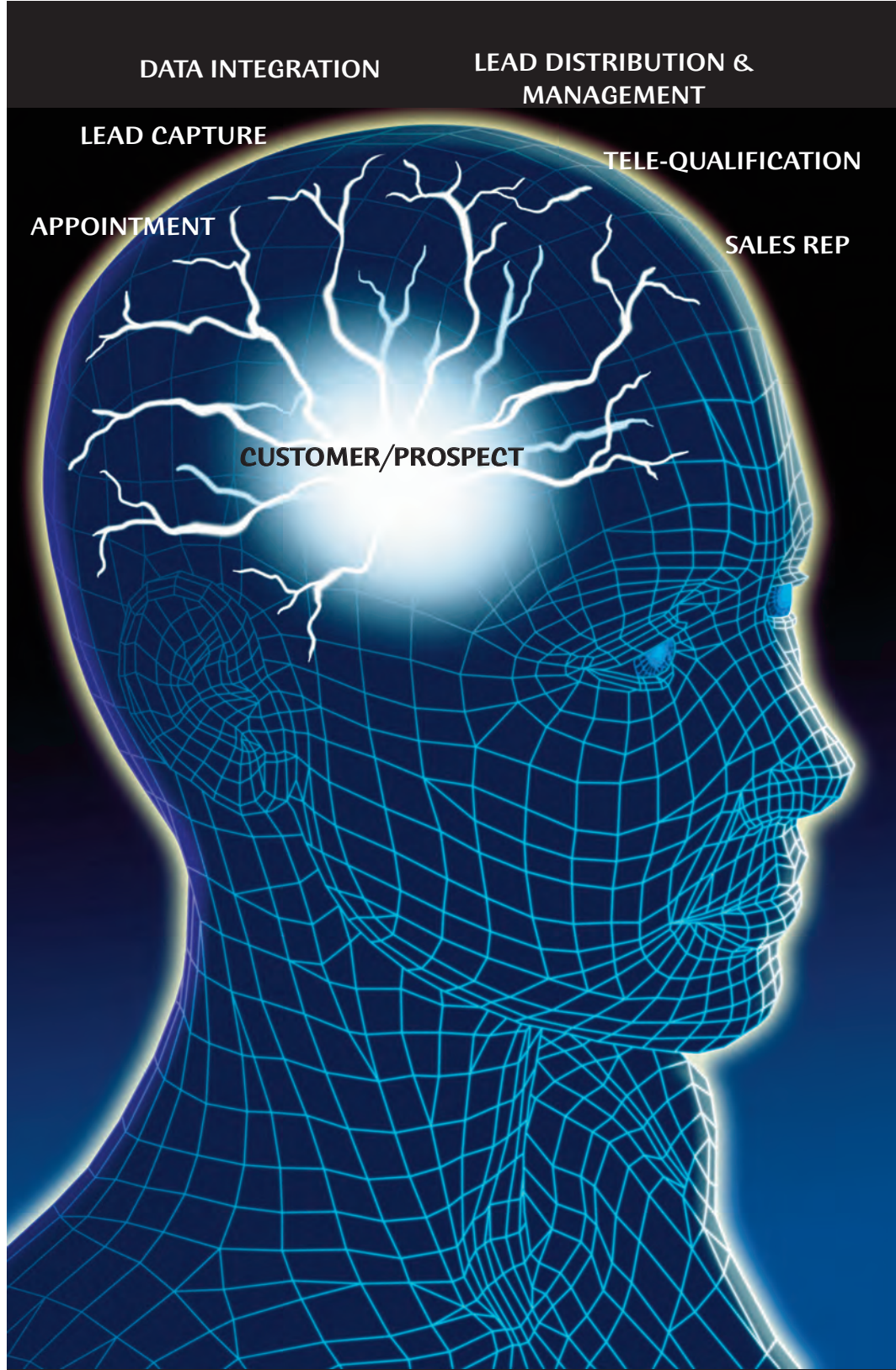
The "ORKIN Difference" card outlines 21 different items that distinguishes ORKIN's national capability from other companies.

Orkin also works with the Centers for Disease Control and Prevention (CDC) in Atlanta, GA in monitoring the country's most dangerous pests.

Introducing *The VU*TM *Your sales program's central nervous system*



Regardless of the lead source, The VU carefully qualifies prospect requirements so that you can remain focused. The VU creates a "neural network" of prospect data that immediately notifies you when the timing is right for personal contact. Meanwhile, all prospect data is continually updated in order to maintain an accurate and timely record - archived and accessible when needed.



- THE VU**
- PROSPECT INFORMATION
- LEAD GENERATION
- LEAD CAPTURE
- DATA INTEGRATION
- LEAD MANAGEMENT
- CUSTOMER SATISFACTION

Introducing *The VU*

Welcome to **The VU**... an integrated, dynamic sales repository for all Western Pest Services' Commercial Sales Representatives and Managers. The entire premise around this application is to put more leads into your hands allowing you to spend more time in front of qualified buyers... **SELLING!** The ultimate goal is to help you have more than two new appointments per day, not just meet this minimum standard.

The VU is designed to help you become more effective and efficient with your time while enhancing your organization. The ultimate goal is to increase the number of leads and proposals that you get day in and day out which will turn into more monthly contract sales. This is why it is so critical for you to learn to use and rely upon this system.

Stages of the Prospect/Customer Life cycle

- **Stage One: Lead Generation**

Sources: Direct mail, ads, trade shows, conferences, seminars, e-response, prospecting. Relying on a standardized script and a web-based lead capture component, call center representatives perform continuous prospecting/profiling of telephone records. Prospects fall into three categories: a) those seeking an immediate appointment; b) those who offer future potential; and c) those for whom a future decision awaits. When a prospect requests an appointment, a proposal helps the qualified prospect make a decision.

- **Stage Two: Lead Capture**

Sources: Paper-based leads, business cards, telemarketing data, e-response info.

- **Stage Three: Data Integration/Management**

Leads that become part of The VU, generated by any medium that allows integration of the data into the repository, can be e-mailed or faxed directly to the appropriate sales representative based on his/her specific territory. This substantially compresses the turnaround time between prospect inquiry and Western reaction.

- **Stage Four Lead Management/Distribution**

Once leads are captured in the system, auto e-mail functionality distributes leads based on geographic region and specific needs expressed by management or customer conditions.

- **Stage Five: Customer Satisfaction/Retention**

Following 90 days of service, outbound call center representatives begin contacting customers to gauge satisfaction via a non-intrusive survey approach. Satisfied customers are unusually good sources for referrals.



When making pasta, you start with the finest ingredients, mix them together until smooth, and then flatten the resulting dough so that you can feed it into a machine that makes the exact shape and style that you need.



If you want to generate a proposal that your prospect will sign, pay attention to the details early in the process. And ask some **smart questions**. This will greatly enhance the quality of the outcome!

Test Question: Have you remembered to add the lead information and the proposals you prepared this week, to The VU?



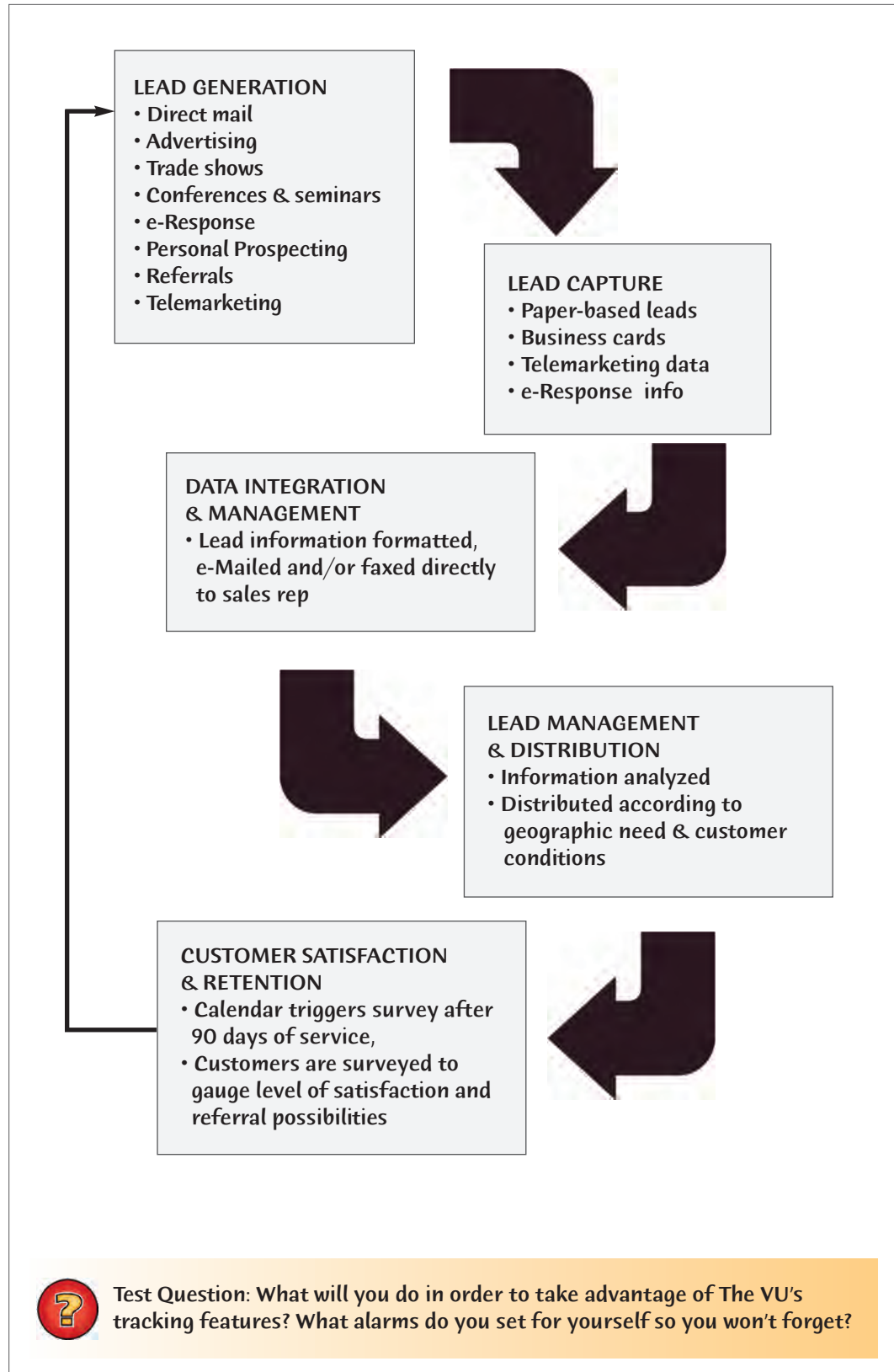
Introducing *The VU* System Diagram



Shadow Sales Force

Behind every distributed lead, there is a professional IMG staff person who has reviewed the information and qualified it, so that your time is optimized upon contact with that prospect.

Remember: The VU only supplements your own prospecting activity. Simply add your own leads to the system as your territory circumstances change. Why? You will be better able to compare which sales programs are generating the best results!



Leverage and *The VU*



As you will discover, The VU provides leverage. It lessens the amount of energy you need to invest when prospecting. It also helps you improve your accuracy in reaching your target audience.

Leverage is a strategic advantage applied in a timely fashion that results in the achievement of an objective, using less energy in the process. As a Western sales rep, your own direct solicitation efforts will be complemented by a sustained program of lead generation, specifically designed to uncover prospective customers in your targeted market segments.

As you will learn, this approach has evolved into one of the most sophisticated marketing programs throughout the business-to-business marketplace. Its strategic importance is that it will give you more leverage than you may be accustomed to, because the focus is upon – above all else – meeting the needs of the customer at the right time.

Lev'er·age (-ij) n. 1. The action or mechanical power of a lever. 2. Any strategic or tactical advantage. v. 1. To gain an advantage through the use of a tool. 2. To exploit such an advantage.

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GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

The Salesperson's Daily Goal



Question:
Why am I juggling all of these things and doing all this preparation work?

Answer:
At the end of the day, this will get you a couple of new appointments.

Key Component:
This book will help you juggle the things that will produce a tangible return on your efforts. (It's that simple).



NOTE:

At the beginning of each day, you should review the following tracking documents (and their corresponding files in The VU), since this will keep you focused on your objectives:

- Commercial Sales Focus Sheet
- Weekly Proposal Log
- Major Account Activity
- Telemarketing Scorecard
- Telemarketing Lead Status
- Direct Mail Lead Status
- Trade Show Sales Activity



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INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

Daily Goal for a Typical Day

- Minimum of 10 cold calls on new prospect accounts from your target list
- Two new appointments
- 50 telemarketing calls to attain two new appointments
- Complete Telemarketing Scorecard and Lead Status Report (*pp. 81-82*)
- Minimum of one proposal
- Two current customer/referral visits
- Minimum of one good will call for a referral
- 10 mailers sent out to prospects; following up incoming calls
- Follow up on proposals/clover leaves of 5-6 PND's (people next door)
- Usage of sales forms and collateral materials
- Manage addition, deletion, and updates of customer/prospect data in your customized tracking system, The VU™
- Provide a QC visit to an account to ensure that our quality was delivered in accordance with the customer's expectations.



Test Question: If you receive a request from a prospect for a national program for a chain of restaurants, what will you do?

Summary & Discussion - *The Salesperson's Role*

1. How does this sales approach and its philosophy apply to you?

2. What did Roman orator and philosopher, Cicero, say about the importance of confidence?

3. What one or two things are you going to use in order to leverage the strengths of the Western/Orkin relationship to sell more major/chain national accounts?

4. Name two or three steps you will take to improve your territory using each stage of The VU? How will you implement these steps?

5. What will you do to reach your daily goals and exceed your sales quota for this year?



Five Principles of Success:

1) You are what you think about.

2) What you expect will happen.

3) Your imagination is greater than your will.

4) You can't control future events, but you can control your response to them.

5) You can never give anything away without influencing a reciprocal event.

Getting Started



SICs define businesses with a two-digit to eight-digit system, depending on the level of detail that you require. Target accounts should be listed by SIC code so all industry types are grouped together. When you ask for a referral you can present the target list for the industry your present client is in, and ask for his/her counterpart in any of these prospective accounts. The objective is to learn who among our existing clients will gladly become a consistent referral source for prospective accounts.

THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

Rule #1: If you don't know whom you can sell to . . . you cannot sell to them. Period. Who are your customers and prospects? The answer is *any business location/structure that people inhabit; or that provides for production or storage of products vulnerable to pest infestations; or is subject to the risk associated with health related contaminants directly attributable to the presence of pests.* **Remember: the beautiful part is that virtually every business in your territory is a potential client/prospect!**

TARGET MARKETS

In general, the following commercial markets will likely exist in each of the territories defined by **WIC** (*Western Industry Codes, an internal identification system*) and/or **SIC** (*Standard Industrial Classification*):

■ Property management

WIC: 08- 10, 30-32, 52

SIC Groups: 60, 65

Apartments, condominiums, townhouses, shopping centers, banks and financial centers, commercial office buildings, industrial parks, and other facilities

■ Hospitality and food service

WIC: 01-04, 13-14 , 28-29

SIC Groups: 44, 45, 58, 70, 79

Hotels, motels, restaurants, (*fast food, chains, family style & white linen*), country clubs, resorts, day spas, airlines, cruise ships, food services

■ Entertainment, sports arenas

WIC: 17-18

SIC Groups: 79, 84

Theatres, movie houses, sports arenas, theme parks, museums, and exhibit halls

■ Educational, religious facilities, associations

WIC: 26-27, 80

SIC Groups: 82, 86

Private and public schools including school systems, colleges, universities, and vocational training facilities; churches and facilities; association facilities

■ Health care

WIC: 15-16

SIC Groups: 80

Hospitals, clinics, residential care, assisted-living facilities, nursing homes, long-term and short-term care facilities

■ Retail

WIC: 05-07, 10-12

SIC Groups: 53, 54, 59, 60, 61

Chain accounts, banks, specialty stores, department stores, and retailers

■ Processing/manufacturing

WIC: 19-22

SIC Groups: 20-26, 28

Food and non-food; perishable, non-perishable; and pharmaceutical manufacturing

■ Warehousing-distribution

WIC: 24-25

SIC Groups: 50, 51

Food and non-food products; perishable and non-perishable distributors

■ Government

WIC: 60-63, 69, 80

SIC Groups: 91

Municipal, state, federal government facilities; airports, rail, intermodal, and other transportation hubs

■ Research

WIC: 23

SIC Groups: 51, 87

Animal research, pharmaceutical facilities, and laboratories

NOTE In 1997, the Standard Industrial Classification was replaced by the new North American Industry Classification System (NAICS), but SIC data are still in wide distribution throughout the US. Both SIC and NAICS classify establishments by their primary type of activity.

Where Do You Find Prospects?

Although there are numerous resources to consider when putting your *target list* of prospects together, the **Reference Department** of your local public library remains one of the best sources for FREE information and direction about businesses. The following resources will generally pay the best dividends:

- Dun & Bradstreet® *Million Dollar Directory*
- Manufacturing/Industrial Business Book (*For your given state*)
- Thomas® Grocer's Register
- Local Chamber of Commerce Business Desk Reference Book
- Networking Groups (*Tip Clubs*)
- Cancelled Western Pest Services account list; aged accounts from The VU
- Current Western Clients (*Referral sources*)
- Other Western employees
- Trade shows (*last year/this year attendees*)
- Trade magazines and other sources
- Trade associations
- Orkin® prospect information
- Websites (*see below*)

PROSPECT & MARKET DATA ON THE WEB

- | | |
|--|--|
| <ul style="list-style-type: none"> • ApartmentGuide.com
<i>Select residential, corporate, senior, etc. throughout the US</i> • DunandBradstreet.com
<i>Source for company data based on SIC's and credit.</i> • Blacksguide.com
<i>Source for commercial, real estate companies in the US.</i> • Tsnn.com
<i>Source for trade show info anywhere.</i> • Cityguide.aol.com
<i>Source for local city information guides.</i> • ReferenceUSA.com
<i>Subscription-based research source for business data.</i> • InfoUSA.com
<i>Source for 14MM business leads & lists.</i> • dm2lists.com
<i>Source for prospect lists from Cahner's Publications.</i> • QwestDex.com
<i>Source for finding local businesses</i> | <ul style="list-style-type: none"> • VerizonSuperPages.com
<i>Source for American businesses</i> • Zapdata.com (<i>subsidiary of D&B</i>)
<i>Source for 15MM companies based on SIC's.</i> • Dogpile.com
<i>Search multiple search engines simultaneously.</i> • Hoovers.com
<i>Source for market intelligence about companies.</i> • Knowthis.com
<i>Source for business development ideas and info</i> • SellingPower.com
<i>Source for sales solutions and tips for businesses.</i> • Orkinconnection.com
<i>Source for Orkin® extranet (password req.)</i> • USAdata.com
<i>Select data by geo, zip code, and industry</i> • YellowPages.com
<i>Source for local businesses throughout the US</i> |
|--|--|

Note: The time and effort that you invest in the development of this list is critical. If done properly, it will become the foundation of the major account call activity and large future contract sales necessary to achieve overall sales goals. Once created, it should be dynamic in the sense that some new accounts will be added and some old ones deleted throughout the course of a month and year. Over time the bulk of this list will only contribute to your success. Each week you should add new prospects as you generate more and more accounts. In addition, the target list will be the focal point for sales reviews with both the regional sales manager and the branch manager. Each of these managers will play a role in assisting you in maximizing penetration of the larger account prospects in your territory.



TWO WAY STREET

When you invest in yourself, Western benefits. Likewise, when Western invests in your territory, you benefit.



Integrating software technology (like ACT! and other contact management software tools) can really speed this process up.



If you always do what you always did, you will always get what you always got!

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PROSPECT INFORMATION

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LEAD CAPTURE

DATA INTEGRATION

LEAD MANAGEMENT

CUSTOMER SATISFACTION

Where Do You Find Prospects?



While the Internet is a great tool, you can't always trust the integrity of the data! So, never rely upon only one source of data in your prospecting efforts.

Google®, Yahoo®, MSN® and similar search engines and directories dominate information searches because they reach very wide and deep across many horizontal and vertical segments. But Internet searches are only a starting point.

The best quality leads occur in environments where you are face-to-face with prospects. You can meet them at trade shows and other events on both a national and regional level. Network and get to know them better, often in a more relaxed atmosphere or *neutral* setting. Trade associations – groups of businesses within a vertical market – usually have local chapters, right in your sales territory. This offers you an outstanding opportunity to get more involved in selected associations and learn about ways in which Western's products and services can help members find solutions for their own companies.



WEB INFO BY MARKET SEGMENT

Property Management

- Facilities: pma-dc.org
- Facilities: boma.org

Restaurants & Hospitality

- Chain restaurants: nccr.net
- Restaurants: restaurant.org, zagat.com, and foodservicetoday.com
- Hospitality: ih-ra.com
- Club managers: cmaa.org
- Lodging (FL): flahotel.com
- Citysearch.com

Entertainment

- Theme parks: iaapa.org

Education

- School boards (NJ): njsba.org

Healthcare

- Healthcare (VA): vhca.org
- Nursing homes: aahsa.org, ahca.org, medicare.gov, and extendedcare.com

Small Business & Retail

- Retail stores: Nrf.com

Food Processing

- Food processing: nfpa-food.org, gmabrand.com and sfa.org
- Poultry: poultryegg.org
- Fish: nfi.org

Product Processing

- Product packaging: packagingtoday.com then click on "Directory" for associations of various packaging industries

Warehousing & Distribution

- Wholesalers: Naw.org

Research

- Laboratory Animal Research: aalas.org

Note: This is only a partial list of some of the available sources from trade groups and other organizations by target market segments.

THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION



Test Question: What specific websites are you going to evaluate for your own business this week? What websites have you been using?

What Makes A Good Prospect?

DEVELOPING YOUR TARGET LIST OF PROSPECTS

Once you determine the primary target market mix (of customer and prospect categories) for new account generation, you must construct a specific TARGET LIST. **Your Target List is a unique list of prospects located in your sales territory who are most likely to want or need Western's products and services.** These prospect companies have certain characteristics which make them more likely than other companies to do business with you. When you begin to profile each of these accounts, using required information (see below), and compare them to a list of customers you are already doing business with, certain patterns will begin to emerge. The essence of building a Target List, therefore, is to use the **known data** you already have about successful customer relationships and try to replicate these qualities among prospects.

The development of this target list is the joint responsibility of the regional sales manager, the branch manager, and you, the sales representative. Ideally you need to identify and secure critical information from a minimum of the top 500 account/prospects including Orkin® prospects. You are responsible for successfully proposing and selling one Orkin account each year. This is the major focus of your specific/market/territory.

There are many influencers or decision-makers who contribute to the sales process. You need to discover who these people are in order to start building a dependable customer base.

PROSPECT CONTACT INFO REQUIRED:

- Industry (*Standard Industrial Classification, or SIC/NAICS Code*) see p. 12
- Name of prospective account
- Street address, city, state, zip code
- E-mail address
- Website
- Phone numbers
- Size of business - \$ annual sales/ # employees
- Years in business
- Single site location or part of a chain
- Parent company or subsidiaries
- Contact names & titles (*larger accounts will generally have multiple key contacts or influencers who will make up the matrix*).



Perfect practice makes perfect not just practice!

Vince Lombardi

The Four Prerequisites of an Ideal Potential Client:

- 1) Need
- 2) Desire
- 3) Authority
- 4) Financial Capacity

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LEAD GENERATION

LEAD CAPTURE

DATA INTEGRATION

LEAD MANAGEMENT

CUSTOMER SATISFACTION

How Are Buying Decisions Made?



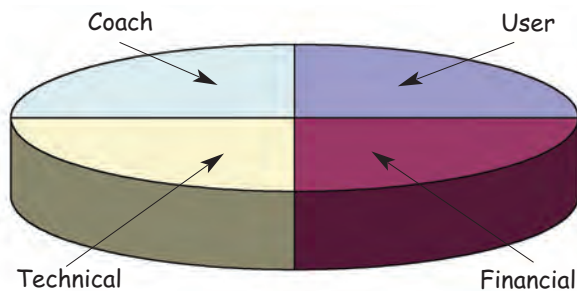
Fail to plan?
Plan to fail.

Prioritizing sales calls will depend on your specific geographical market and/or your specialty market segment. So, what are those markets in your area?

THE BUYING CENTER MATRIX

Buying decisions are often made by the involvement of four distinct groups of people. You need to be able to identify who plays these roles at each of your prospective customer locations, and what impact they have upon the final buying decision:

- **The Coach** guides you during the sale. He or she is your *insider* who wants you to win. Your coach has credibility within the company; and has confidence in you and your ability to deliver the products and/or services that the company needs.
- **The User** needs to know how your product/service will impact his job. His or her key question is usually *What's in it for me?*
- **The Technical** seeks information about your knowledge and experience. He or she has a vested interest in the application of your product/service, and needs to be reassured that the result will have the benefits that you promised.
- **The Financial** is responsible for final cost approval. He or she controls the investment dollars and has veto power. Pest control services are sometimes in their budget, but occasionally not.



THE FOUR PLAYERS IN THE PROGRAM

Occasionally, a person can fall into one or even two categories of the four quadrants. Let's say you have a meeting with an engineer at a hotel, who is responsible for the day to day decisions of pest control. This person would fall into the *User* quadrant. However, the *Financial* person (25%) may be in purchasing and your *Coach* (25%) may be someone from food & beverage. It is mandatory to start building a relationship with each of these folks, so that you can increase the percentage that is favorable to you. If you have the *Coach* on your side, you have a 50% chance of getting the account. Get the *Technical* (25%) and *Financial* (25%) people, and you are off to the races.

Source: *Selling To The Top* by David A. Peoples, *Spin Selling* by Neil Rackham, *Strategic Selling* by Robert B. Miller & Stephen Heiman, and original research by R. J. Suriano.

THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

Why & How to Keep Track of Things?

THE WHY

Once the database of prospects has been created, keeping track of sales activity designed to gain prospect receptivity to our service programs and philosophy is critical. The reality is that we generally are in a take-away sales business pursuit role. Meaning we go to the ball, the ball does not come to us! That means that many of our prospects will already be under contract with another pest control firm. Learning whom (which pest control firm) they are using will give you an advantage, since both branch and regional offices maintain extensive information about competitive programs, strengths, and weaknesses. And knowledge is power.

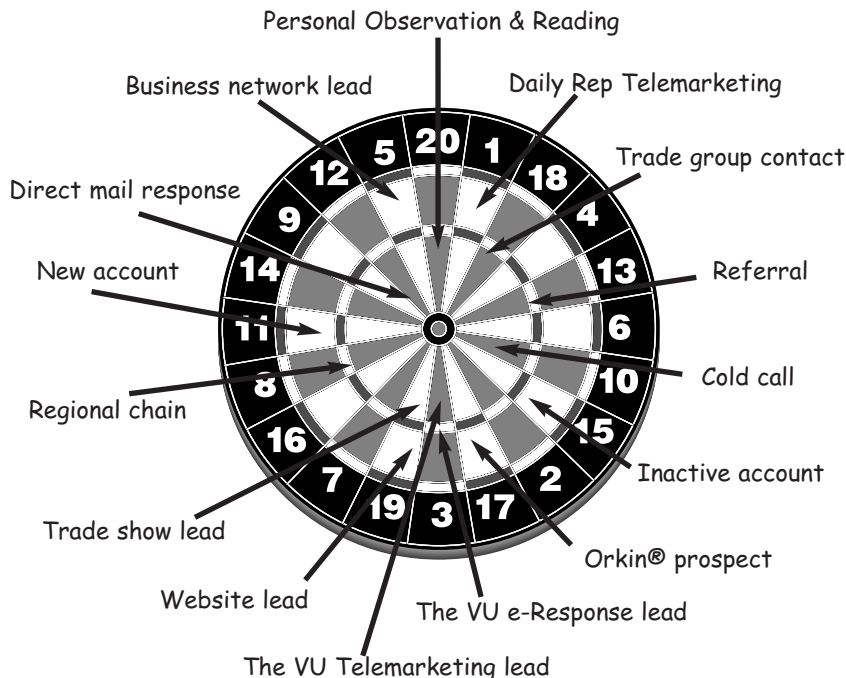
Our job will be to uncover or develop discontent with their current service provider or be identified as a backup when the current system fails (it always does). If we can't be number one, we at least want to be viewed as number two in the target client's mind. Position yourself and Western accordingly, at the next opportunity; don't miss out the next time things change at this account.

The other reality is that key decision makers and influencers move around. In some industries, it's not unusual to see mid to top level executives move from one facility to another or even to competing firms as often as once every year or two or even shorter periods of time. And with change comes new opportunities for you, the Western sales rep. Adversity creates opportunity!



Keep your eye on the ball!

Be alert for interceptions. Learn to be flexible and quick to respond to changes in your opponent's game plan.



The Dart Board Sales Principle, left, reveals two truths:

- 1) You don't have to hit the bull's-eye in order to score points and win the game;
- 2) You never know where your next lead may come from (or land).

ACT!



Centralized Spot for Records

As we continue to grow with The VU, we plan to migrate to one unified record-keeping method, creating a digital nervous system that is shared throughout the company.

- THE VU**
- PROSPECT INFORMATION**
- LEAD GENERATION**
- LEAD CAPTURE**
- DATA INTEGRATION**
- LEAD MANAGEMENT**
- CUSTOMER SATISFACTION**

THE HOW

Western has made a considerable investment in securing laptop computers for all of the commercial sales reps who are charged with new account sales generation responsibilities. One of the software programs you will find on your computer is ACT! 2000. It is a contact management database system.

Through daily vigilance, this tool should become the cornerstone of all you will do to include prioritizing call activity and follow-up activity. Although we are in the *take-away* business, successful execution of all of the support pre-sell activities will hinge, in part, on **TIMING**. Timing is everything!!!

While we will not go into a lengthy discussion here on the mechanics of using the ACT! 2000 system, a separate document is available from Western (*see the following pages*), originally prepared by *Worldview Technologies*, which answers frequently asked questions about the system and how to perform various tasks which will enhance the functionality of the program.

In addition, *ACT! for Dummies* is available at most bookstores. In general, once the prospects are identified, you need to be able to determine who the major influencers and decision makers are in this prospective account location. This process will help you build a viable prospect database so when you communicate with the account, your information will be accurate and relevant.

ACT! allows you to:

Centralize critical contact and customer information and stay organized
[\[Organize your Contacts\]](#)

Manage and grow business relationships through top-notch communications
[\[Stay in Touch\]](#)

Prioritize your work to stay on top of appointments and tasks
[\[Prioritize your Work\]](#)

Forecast and track sales opportunities for an improved bottom line
[\[Track Sales Opportunities\]](#)

Access and report on information quickly for a complete view of customer interactions
[\[Report on Activities\]](#)

Stay productive by taking critical information on the go
[\[Information on the Go\]](#)

Act! 's customer relationship management (CRM) capability is like having a digital Rolodex® and a personal butler combined. One keeps things organized while the other reminds you when to use them.

ACT! cont'd

Whether you use ACT! alone or with your favorite productivity tool, you can:

- Find anyone or any detail using instant lookup and keyword searches.
- Link calendar events to contact records automatically for instant detail access.
- Store searchable date- and time-stamped notes for every contact in Notes/History.
- Display calls, meetings, and to-do items associated with contacts in the Activities tab.
- Track and prioritize upcoming calls, meetings, and to-do items—then filter by task, priority, and date range.
- Log a history of completed calls, meetings, to-do items, and e-mail for every contact.
- Create personalized mail merge letters, labels, e-mail, envelopes, and faxes with a few clicks.
- Forecast and track sales opportunities to more effectively manage your pipeline.
- Create phone lists, completed activity reports, sales summaries, and other reports.
- Attach letters, e-mail, proposals, and other files directly to contact records.
- Surf the Web from within ACT!—even attach graphical Web pages to any contact record.
- Manage contacts individually or in a Group for account-based activities.

ACT! Windows 2000: Introduction

Contacts
To view contacts in a list:
 1. View, Contact List or press [E3] or click the icon.
To display a specific contact:
 1. Lookup, select category, select contacts to search, type data, OK.
To keep notes on a contact:
 1. Display contact.
 2. Click the Notes/History tab, click on Notes icon, or press [E2].
 3. Type the note.
To view contact's history:
 1. Display contact.
 2. Click Notes/History tab.
 3. The scroll (History) check-box is checked.
To view scheduled activities:
 1. Display contact.
 2. Click the Activities tab.
To return to contact view:
 1. View, Contacts or click the View Contacts icon.
Drop-down Menus
To use a drop-down menu:
 1. Move to field and click down arrow or press [E2].
 2. Select choice and click OK.
To create a drop-down menu:
 1. Click the [Define Fields]...
 2. Select field for drop-down menu.
 3. Click Drop-down tab.
 4. Next.
To add drop-down menu item:
 1. Move to field and press [E2].
 2. Add... or Modify...
 3. Type choice to Add: text box and optional Description.
 4. OK, OK.

Groups
To create a group:
 1. Lookup the records you wish to include in the group.
 2. View, Groups or click Group icon.
 3. Group, New Group or click New Group icon.
 4. Enter Group Name and Description.
To edit group membership:
 1. Display the contact record.
 2. Display the Groups tab.
 3. Choose Contact, Group membership... from the menu, or right-click in the list area of the Groups tab and choose Group membership...
 4. Click the group you want to add the contact to or remove from.
 5. OK.
To display a group:
 1. Click the [View Contacts] button in the bottom of the Contact screen.
 2. Click on the Group Name you wish to display.

Reports
To generate a report:
 1. Do a Lookup.
 2. Reports, at lookup, or click Send arrow, select File, Format.
 3. OK.
To save a report:
 1. Reports, at output to save option, OK.
 2. Select some output to save option, OK.
 3. Type name, OK.
To produce a report:
 1. Edit, Sort.
 2. Choose one of the Reports, at Reports, at OK.
 3. Click Copy (necessary if that include).
 4. OK.
To generate records for a list:
 1. Do a lookup, create or customize all done next.

Writing Letters
To write a letter:
 1. Display contact.
 2. Write, Letter or choose different document option.
 3. Other Document... allow a letter template to select a pre-written letter.
 4. Spelling, Check Document...
 5. File, Print... OK.
 6. File, Exit.

Database
To open a database:
 1. File, Open... select name of database, OK.
To backup a database:
 1. Choose File, Backup...
 2. Enter Backup name and location for the current database.
 3. Click on the Options tab to specify any necessary changes.
 4. Start.
To insert a new contact:
 1. Contact, New Contact or press [Home] or click the New Contact icon.
To duplicate a contact:
 1. Display contact.
 2. Contact, Duplicate Contact...
 3. Choose to copy primary fields, or all fields.
 4. OK.
To delete a contact:
 1. Display the contact.
 2. Contact, Delete Contact or press [Ctrl+Delete].
 3. Choose Contact or Lookup: Yes.
SideACT!
To enter an activity:
 1. Type the text of the activity and press [Enter].
 2. Edit Clear and Type as necessary from their drop-down lists.
 3. To change an activity's list order, click grey row button to select it and press [Ctrl+Up/Arrow] or [Ctrl+Down/Arrow].
To clear an activity:
 1. Click in the check-mark column next to the activity to clear.
 2. To delete an activity, click grey row button to select it and press [Delete], click Yes.
 3. To delete all completed items from list, press [Ctrl+Delete].

Scheduling
To schedule an activity:
 1. Display contact.
 2. Contact, Schedule Call or Schedule Meeting or Schedule Meeting... or click corresponding icon.
 3. Select Date, Time, and Duration.
 4. Select or type a Recurring: choice.
 5. Ring alarm and change lead time, if desired.
 6. Click Details tab and type, if desired.
 7. OK.
To clear an activity:
 1. Display contact and click Activities tab.
 2. Select activity.
 3. Contact, Clear Activity or click in check-mark column.
 4. Click appropriate Repeat option.
 5. Type Details, if desired, OK.
To modify an activity:
 1. Display contact and click Activities tab.
 2. Double-click grey row marker to left of activity.
 3. Make changes, OK.
To schedule for multiple contacts:
 1. Schedule an activity as usual.
 2. Click the Contacts button and choose Select Contacts...
 3. Locate and Add additional contacts.
 4. OK.
To schedule a recurring activity:
 1. Display contact.
 2. Schedule activity as usual, but while still in Schedule Activity dialog box...
 3. Click Recurring Settings tab.
 4. Choose a Frequency.
 5. Enter Activity occurs automatically.
 6. OK.


Calendar
To schedule an activity:
 1. Display contact.
 2. Contact, Schedule Call or Schedule Meeting or Schedule Meeting... or click corresponding icon.
 3. Select Date, Time, and Duration.
 4. Select or type a Recurring: choice.
 5. Ring alarm and change lead time, if desired.
 6. Click Details tab and type, if desired.
 7. OK.
To clear an activity:
 1. Display contact and click Activities tab.
 2. Select activity.
 3. Contact, Clear Activity or click in check-mark column.
 4. Click appropriate Repeat option.
 5. Type Details, if desired, OK.
To modify an activity:
 1. Display contact and click Activities tab.
 2. Double-click grey row marker to left of activity.
 3. Make changes, OK.
To schedule for multiple contacts:
 1. Schedule an activity as usual.
 2. Click the Contacts button and choose Select Contacts...
 3. Locate and Add additional contacts.
 4. OK.
To schedule a recurring activity:
 1. Display contact.
 2. Schedule activity as usual, but while still in Schedule Activity dialog box...
 3. Click Recurring Settings tab.
 4. Choose a Frequency.
 5. Enter Activity occurs automatically.
 6. OK.

Calendar
To view the day's Task List:
 1. View, Task List or press [F7] or click Task icon.
To print a calendar:
 1. File, Print... or click Print icon while in Calendar view.
 2. Select Printout type, if necessary.
 3. Select paper form from list.
 4. Click Options... and select choices, OK.
 5. OK, OK.

Scheduling (cont.)
To respond to an Alarm:
 1. Select All selects all activities in Alarm window.
 2. Select... delays alarm from a few minutes up to a day.
 3. Clear Alarm cancels alarm but leaves the scheduled activity.
 4. Clear Activity... displays Clear dialog box.
 5. Reschedule... allows you to reschedule date and/or time of alarm.
 6. Go to displays contact record.
To document a received call:
 1. Display contact.
 2. Contact, Record History... or press [Ctrl+H].
 3. Select Activity type.
 4. Fill in or select Regarding.
 5. Click appropriate Result.
 6. Type Details, if desired.
 7. OK.

- THE VU
- PROSPECT INFORMATION
- LEAD GENERATION
- LEAD CAPTURE
- DATA INTEGRATION
- LEAD MANAGEMENT
- CUSTOMER SATISFACTION

Test Question: Are you addicted to Post-It® Notes as reminders? How will you integrate ACT's organizational features to save yourself time?



TARGET LIST ORGANIZATION



The harder
I work,
the luckier
I become!

Daily Activity:
Good Days =
Good Weeks =
Good Months =
Good Years

AFTER ORGANIZING YOUR TARGET LIST, NOW WHAT?

Through a convenient sorting process on your computer, all prospective account contact records should be sorted into two distinct groups. Once done, a hard copy document should be printed for each. The groups are as follows:

- Geographic Sort by Zip Code
- Industry Classification Sort
 - WIC (Western Industry Code)
 - SIC (*Standard Industrial Classification*) or NAICS code sort.

ZIP CODE – In order to set appointments in a relatively tight geographical area, the target list should be organized by zip code. This should be used in conjunction with the zip codes of existing major Western accounts. As you will learn, good will/referral call activity is an important marketing component to developing business in your territory. By sorting your target list by zip code, new prospect calls can be organized around calling on existing Western clients. This should translate into more efficient daily and weekly planning. In this case the objective is to contact existing accounts to sincerely thank them for their business, make sure everything is okay, and then ask them for referrals! Build the base from the base. This is what has shaped Western's business for more than 78 years!

Note: See Western's Sales Training program, *Selling the 7 C's*, for a more complete discussion about referral strategies and techniques. Also, see "Confirmation Guidelines" and "Smart Questions" to ask, pp. 34-5

Assuming your target list is now complete to include identifying the top 500 +/- prospects in your defined territory, you're now ready to begin the process of contacting these people through a variety of means. Conceptually, your primary mission is to contact the client prospects each month by telephone, walk-ins, direct mail, e-mail, and networking functions of key target market industries in your territory. The frequency of these contacts will naturally vary in relation to the size of the account and time line for receptivity to a competitive proposal.

Remember! "If we can't be number one, we at least want to be viewed as number two in the target client's mind." By maintaining repetitive communication with our prospects, we will elevate the chances of catching them when something changes in their situation that represents an opportunity for Western.

Over time, a relationship will likely develop which will include their respect for you as someone who is serious about earning their business at some point in time. Additional benefits to this vigil will include verification of contract renewal dates, updating changes in key contact names or positions and being prepared to initiate preliminary discussions and appropriate inspections well in advance of any client deadlines.

And remember, service problems can arise at any point in time and the quicker we establish rapport with the prospect, the better position we'll be in to be viewed as a credible and reliable resource to get them out of trouble with a failing PCO* firm.

* an independent, pest control operator

THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

Keep Updating Your List

CLOSING THOUGHTS ON THE TARGET LIST

Remember that you are operating within a dynamic marketplace, where companies enter, go out of business, grow larger, get smaller, divide into parts, and even remain flat. In this ever-changing environment, you've got to be alert to what is actually happening in your territory and be able to react to it. Is your territory growing, shrinking, or remaining the same?

Many insects and other critters have become good at invading environments that are not native to their species. They often flourish in areas where they have no previous history. Some people call this an invasion, while others refer to it as natural *migration* that is as old as the earth itself. The point is that they succeeded in setting up colonies because they exploited opportunities that presented themselves.

Simply put you are not starting off each month or each year assembling a new list. As you update and add various opportunities when you find them, you will see the results begin to happen. By getting *lost in your territory* you will be rewarded with a world of prospects that you didn't even know exists. Drive around, park the car and do some cold calls. With the list you have and a schedule of selected prospects to call on, I promise you that your efforts will wind up generating hundreds of accounts.

At any given point in time, anyone should be able to look at the target list and view what activity has occurred on any given account as well as what is projected to occur. This type of information can be easily recorded in ACT! as contact is made. Finally, if your list is good, the majority of your major proposals should be a result of your focus upon repetitive call efforts.



Data Does Not Get Better With Age

According to the US Postal Service and Dun & Bradstreet, prospect lists experience changes at the rate of at least one percent per week!

Test Question: What part of The VU lets you maintain changes in account records, add new accounts, and delete companies that go out of business?



The Western
West Coast
Offense!

THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

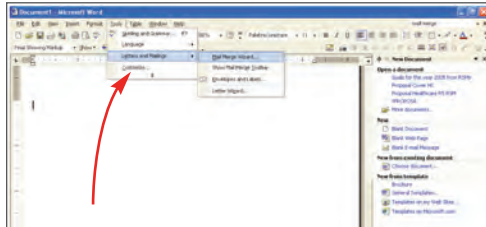
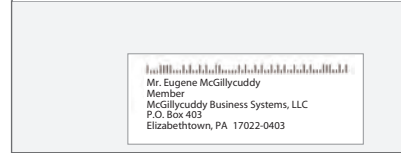
How To Do a Mail-Merge Using WORD® in 8 Steps



The mail-merge capability of ACT!, WORD®, and other software lets you combine lists of names into a pre-formatted letter that looks like you took the time to write each one separately. A mail-merge lets you print up batches of letters, envelopes, and other correspondence so that you can increase your productivity while making each customer feel special.

You do a mail-merge because it is more appealing and professional looking: It says "Open me next."

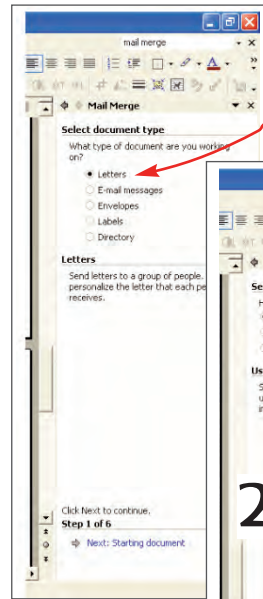
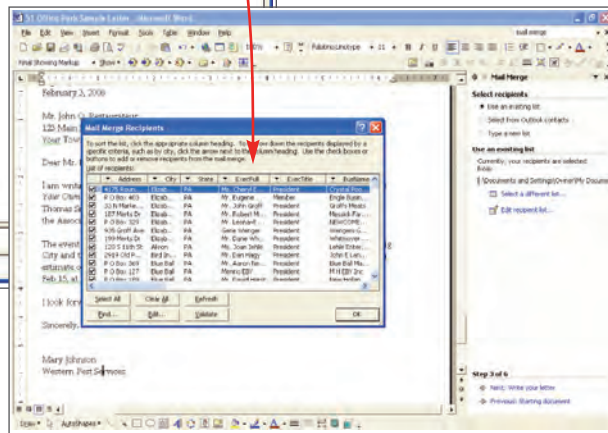
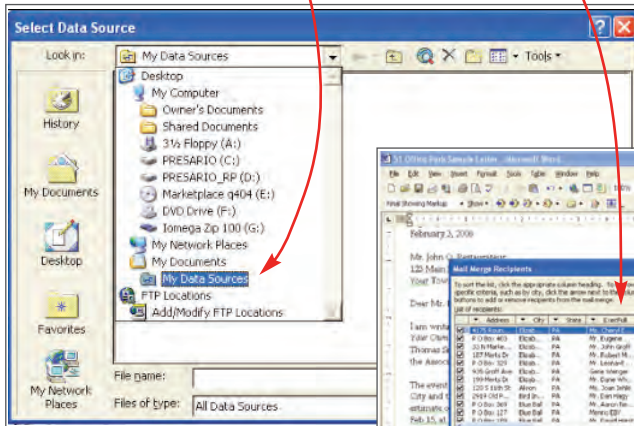
When you use address labels your envelope says: "This letter is a solicitation."



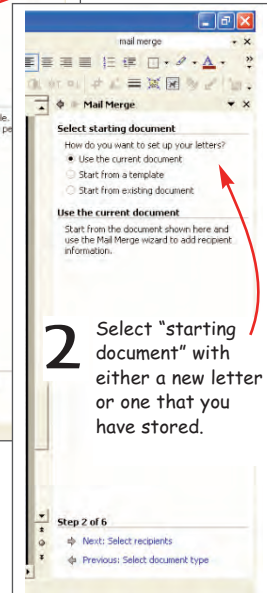
Before you begin, launch Microsoft WORD®, then go to the Mail-Merge Wizard located under Tools > Letters and Mailing.



3 Select "recipients" from a database that is in an Excel® format or other compatible list source. WORD automatically looks for this list in a folder called "My Data Sources" but you may have stored the list in another folder.



1 Select "Letters" under document type.



2 Select "starting document" with either a new letter or one that you have stored.

- THE VU**
- PROSPECT INFORMATION**
- LEAD GENERATION**
- LEAD CAPTURE**
- DATA INTEGRATION**
- LEAD MANAGEMENT**
- CUSTOMER SATISFACTION**

How To Do a Mail-Merge Using WORD® in 8 Steps

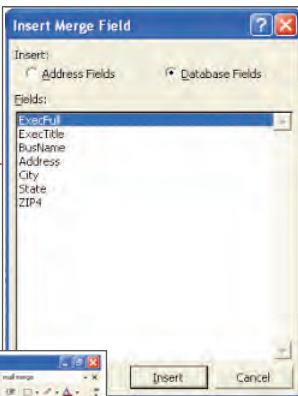
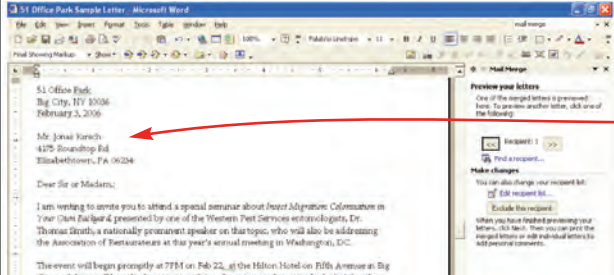
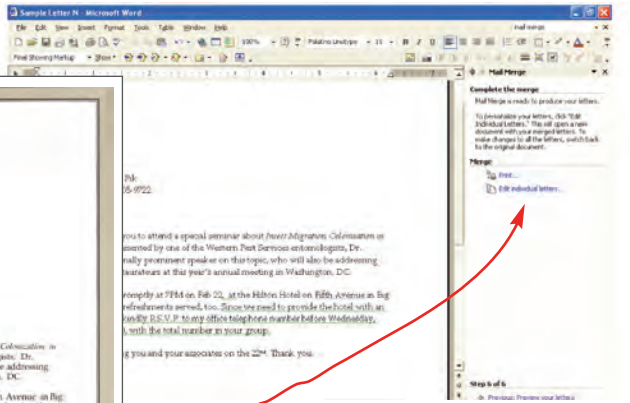


4 Insert "Merge Field" making sure that you set up the letter the same way that you would normally write it.

5 Preview your letter, by populating the merge fields with the prospect contact data from your list source.

6 Print your letter, with the data from your list source, onto Western letterhead paper.

7 Repeat the same process for envelopes.

8 Important: Be sure to drop the letters in the mail in time to have the recipients get them *when you want them to arrive*.


For more information about this process, click on HELP in the WORD menu bar at the top right of the application.



Keep in mind:
• If you make a mistake in the letter, a mail-merge will duplicate the same mistake for all the letters you are writing, and render everything useless. So take the time to get it right BEFORE you print it!

• Schedule the letter's arrival a few days before your trip to that area of your territory. It warms the cold call, and gives you another thing to discuss with the prospect.

Summary & Discussion: *Target Markets*



1. What two or three prospect sources are you going to use as the basis for your list?

2. How many new prospects do you think you should put into The VU each day?

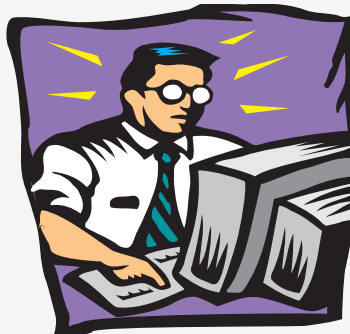
3. What is an example of ACT! which would make your life easier as a commercial sales rep?

4. How do you keep track of appointments? Where do you put information about the results of appointments?

5. How will you add prospects to your target list, and know when to follow up with them?

6. If you obtained a prospect list that was three months old, what percent will have changed?

7. How important to you are referrals? What guidelines exist for developing them?



Let's Start Selling - Inventory Checklist



NOTE: Not all requirements must be completed in the first day. They must at least be addressed or in the process of completion within the first month's training time frame. Days 2 through 10 must be in conjunction with Western OJT Sales Manual (7C's). All sales recruits with no prior selling experience must have training for a MINIMUM of two months according to OJT (to be repeated four times). The Selling Western Services Manual must be given to the new hire during the second month. The new rep must be involved with the servicing of his/her first five sold accounts.

BASIC TRAINING AND MATERIALS CHECKLIST

- Active and cancelled account list run by SIC code and alphabetized
- Company Dress Code reviewed
- Compensation Plan, Sales Approach and Philosophy reviewed
- Job parts and standards; Performance expectation reviewed
- Daytimer®/Palm® Pilot PDA (*Personal Digital Assistant*); Setup
- Correspondence Course* enrollment
- Basic Pest Control School enrollment
- Directory of phone nos. and areas of responsibility
- Laptop computer
- Business cards ordered
- Company vehicle (where applicable): *Review driver mileage, gas card and maintenance program.*
- Gas card (where applicable)
- Order Stinger® Flashlight
- The VU – NEOP (New employee orientation program)
- www.MyOrkin.com orientation
- PSS (Professional Selling Skills)

READING AND REFERENCES

- New Sales Rep* (Available via Western Intranet)
- Seven C's Sales Training Manual* (Blue Binder)
- Think and Grow Rich* by Napoleon Hill
- Cold Calling Techniques* by Stephan Schiffman
- Selling To The Top* by David A. Peoples
- Spin Selling* by Neil Rackham
- Strategic Selling* by Robert B. Miller and Stephen E. Heiman
- Time & Territory Management Program*

WESTERN PRODUCT AND SERVICE MATERIALS

- Bird Program Binder
- Fly Program Binder
- Rodent Control Guidelines
- Roach Control Guidelines
- Western Service Guideline
- Collateral materials "Consider It Done."™

SALES CALL MONITORING DOCUMENT

- Commercial Pricing Guidelines
- Database Management ACT!®
- Telemarketing Sheet
- Inspection tools; Inspection Form materials/worksheets
- NPCA Field Guide
- Organization Chart
- Proposal Book
- Account Management Systems
- Reference Book
- Sales Quota
- Commercial account activity
- Review all sales forms (R-122, Weekly Sales Log, Pest Elimination Agreement, service tickets, etc.)
- Summary of Survey/Inspection Process
- Supplies: crate, binders, tape recorder, maps, hanging folders, etc.
- Target Market List review purpose & strategy
- ACT! 2000: *FAQ's* Frequently Asked Questions Manual & *cheat sheet* (laminated card)

Organization: Key to Success

We cannot remind you enough about how organization contributes directly to sales success. First, determine the areas in which you want to improve. These might be filing, clutter control, time management, maximization of storage space or juggling projects and priorities. Organized people save time and money, make more money, and have lower stress and frustration levels.

There is no one right or wrong way to get organized, and you only need to change what you're doing if you're not happy with how you manage your time, paper, information, and space. The amount of information available to us continues to grow at a rapid pace, as do the number of demands on our time. Organizing systems help you deal with everything from your paper to your professional responsibilities and give you parameters on what to keep, what to toss, and what to take action on.*

THE OFFICE

- Break large projects down into small, sequential steps.
- Keep only supplies you need on a daily basis on your desktop (*program sheets, R-122, folders, etc.*)
- Be clear about the response you need when sending a message to a colleague or a customer. They can then provide a full response, even if they don't reach you directly.
- Keep a file index (*a master list of file names*). Check the index before creating a new file so you avoid making duplicates. Also use it when deciding where to file a piece of paper.

THE CAR:

- Transform your vehicle into a mobile office with a large worksurface and storage area for files, tools and accessories.
- Use slide out worksurfaces with a clipboard, non skid border to keep items in place, large storage area inside the desk to hold computer, planner, cellular phone and more.
- Top loading compartments hold small tools and supplies.
- Ensure it fits in the passenger seat, is safely secured with the seat belt, and is lightweight for portability.

YOUR BRIEFCASE, LAPTOP COMPUTER, AND PDA (PERSONAL DIGITAL ASSISTANT):

- Synchronize your daily schedule, appointments & To Do list with your planner. This keeps you from having to record things all over again, and minimizes any omissions.
- Stay productive with pocket versions of familiar applications including Microsoft® Outlook®, Word®, Excel®, and PowerPoint.®
- Customize application launch buttons-Calendar, Contacts, Inbox, Today, and Recorder buttons.
- Microsoft Windows® includes the following applications: Calendar, Contacts, Tasks, Voice Recorder, Notes, Pocket Word, Pocket Excel, Pocket Internet Explorer, Calculator.

*Source: National Association of Professional Organizers, www.napo.net

Test Question: The Commercial Sales Summary is due at 8AM each Monday. How do you see this as a device for tracking your own scoreboard/progress?



Always keep things easily accessible and organized in a system that lets you find them **WHEN** you need them!

Your laptop comes fully stocked with all of the latest editions of software technology specially designed for the mobile sales rep!

THE VU

PROSPECT INFORMATION

LEAD GENERATION

LEAD CAPTURE

DATA INTEGRATION

LEAD MANAGEMENT

CUSTOMER SATISFACTION

The Mobile Office

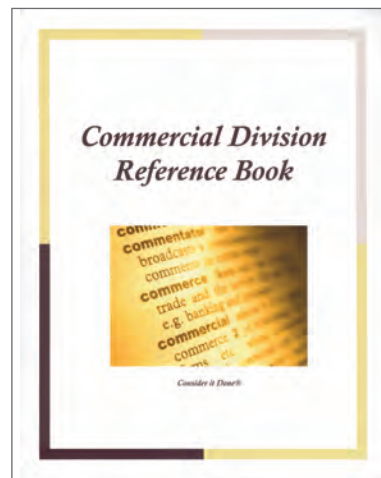


Fail to plan,
plan to fail.
Western
provides and
pays for your
training. All you
need to do is
provide 100%
focus and a
commitment
to grow!

KEEPING YOUR CAR STOCKED

The following items are expected inside your vehicle files and trunk:

- Sales Presentation Notebook/clipboard
- Western Reference Book
- Pest Elimination agreements
- NPCA Pest ID Books and ID Glass
- Special Service agreements
- Products & Equipment agreements
- Maps
- EZ Pass
- Flashlight (with fresh batteries)
- Reference list hand out
- Flying Insect Binders
- Orkin business cards
- Fly Brochures and other Western® Pest brochures
- Bird Agreements
- Bird Brochures
- Gilbert® ILT Brochures
- Target List Hard Copy
- R-122
- Inspection Forms
- Orkin brochures
- *10 Reasons To Choose Western Pest Services* hand-out
- *Trust Your Toughest Problems To Western* hand-out
- Premiums
- Sample QA Book
- Sample Auxiliary Book (Blue Book)
- Business Cards
- Measuring Wheel
- Consider It Done collateral materials for all vertical segments
- Other collateral materials
- Pricing guidelines
- IPM Kit: (Bait Gun & Ant Bait station, Tin Cat, Protect-A-Bait Station, Pheromone Trap, etc.)



THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

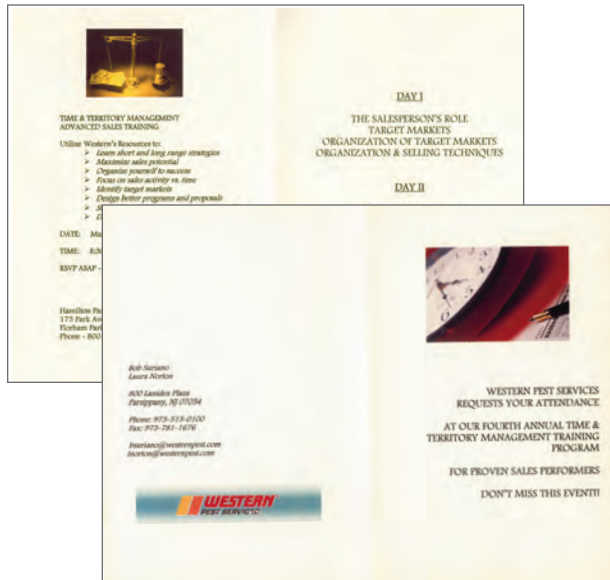
KEEPING YOUR LAPTOP COMPUTER FULLY EQUIPPED

In addition to the items identified on the previous page, your laptop should also contain:

- Digital versions of the forms you may need for discussions with customers
 - Weekly forms for monitoring and tracking sales activity
 - Prepared letters and notes that are easy to update and print out for customers and prospects
- Note: Refer to The VU for a large selection of pre-written, pre-formatted letters for any occasion*
- PowerPoint® presentations that may enhance your own customer proposals

Training Programs

TRAINING PROGRAMS ARE THE FOUNDATION FOR GROWTH

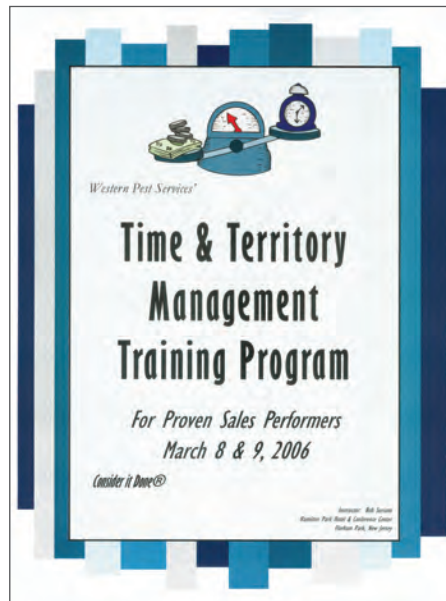
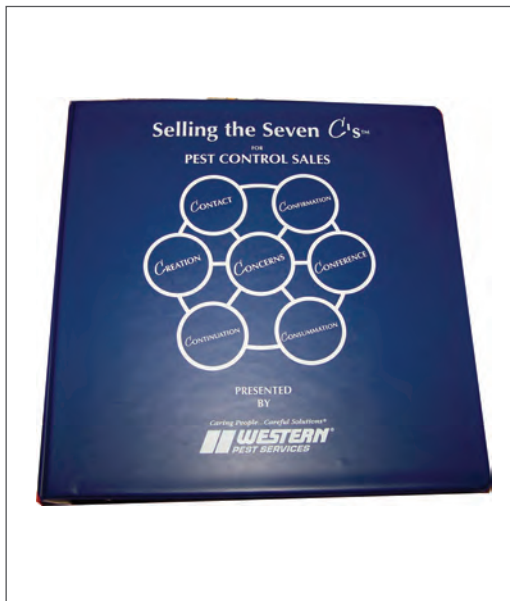


PROFESSIONAL SELLING SKILLS



Knowledge is Power... Stay a step ahead of the competition. Take the initiative and become more familiar with the latest sales methods & techniques:

- Cold Calling Techniques by Stephan Schiffman
- Selling To The Top by D. A. Peoples
- Spin Selling by Neil Rackham
- Strategic Selling by R.B. Miller & S. E. Heiman
- Selling At The Top by Jim Pancero
- Fearless Cold Calling, by Mark Sanford



THE VU

PROSPECT INFORMATION

LEAD GENERATION

LEAD CAPTURE

DATA INTEGRATION

LEAD MANAGEMENT

CUSTOMER SATISFACTION

Test Question: What is the single most important thing to have with you each day? a) Laptop; b) To Do list; or c) Flashlight?

Ans: To Do List



Let's Start Selling: The Preparation



Remember, what the mind can conceive, it can achieve!

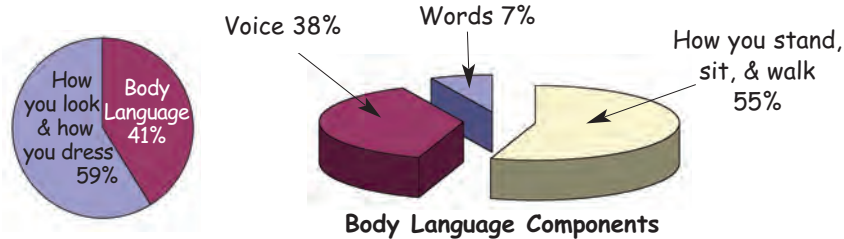
Make sure that peoples' first impressions of you count in your favor.

Create a positive first impression through your stance, actions, expressions, personal presentation, and voice.

Breathe deeply and relax your neck muscles and vocal chords to give your voice richness.

Slow down to sound more thoughtful and serious; lower your pitch to sound more credible.

Body language operates mostly outside the focus of our conscious attention, but we establish, develop, and maintain relationships primarily through this silent language, comprised of the elements in the diagram below.



FIRST IMPRESSIONS

You have only one chance to make a good first impression. Rightly or wrongly, first impressions are lasting. They can give you a great start or they can betray you for a long time to come. Most (59%) of a first impression is made up of how you look: the way you dress, the jewelry you wear, and the accessories you carry. The remaining 41% of the first impression you create and sustain comes from **body language**, (*comprised of the way you stand, sit and walk*), **voice quality** (*how you sound*), and the **words you use**.

FOLLOW THROUGH BY BUILDING CREDIBILITY

Credibility has two ingredients: *relationships* and *expertise*. It's easier to persuade people if they see you as:

- Likeable
- Similar to them
- Trustworthy
- Flexible
- Having demonstrated expertise, knowledge, and experience.

In relationships you can earn credibility by

- Finding things in common
- Building rapport
- Showing concern and compassion
- Cooperating whenever you can to help them achieve their goals
- Acting in good faith
- Being consistent and reliable
- Networking and listening

In your area of expertise you can earn credibility by

- Building your knowledge base
- Developing relevant experience
- Building a bank of facts, examples, testimonials

Source: *The Complete Idiot's Guide To Clear Communication* by Kris Cole

Let's Start Selling: Importance of Questions

UNDERSTANDING THE DIFFERENT KINDS OF QUESTIONS

Dorothy Leeds, author of the book, *Smart Questions*, writes that “Knowing how to ask smart questions gives you the edge in virtually any situation. Often when you tell someone what you want, they fail to hear you: ‘Here’s the plan—if you follow it everything will work out.’ Somehow, they never quite follow the plan the way you described, because people naturally follow their own ideas better than they do someone else’s.”



Fail to plan,
plan to fail.

Successful
people make
a habit of
doing things
unsuccessful
people cannot
or will not do.

Here is her suggestion about the power of using smart questions: *A clever use of questions is to plant your own idea in someone else’s mind and then let them develop it as their own.* Try this out during your next meeting with a client. Ask him or her, “What do you think about incorporating Plan A and Plan B?” When the other person starts talking about it, once they’ve said it to themselves, they own the idea. And you can even give them credit for it, too!

The best techniques use a variety of question types to avoid giving the client the feeling that s/he is *being led*. Here are the six types:

Open Questions allow the client to expand upon an answer. Open-ended questions usually begin with who, what, when, where, why and how.

Closed Questions ask the client for a yes or no answer and are reserved for times when you specifically need a direct response.

Directive Questions elicit a specific positive or negative response from an individual. Although useful at times, they are called “tie-downs” because, if used repeatedly, the client feels he is being forced into a predetermined answer. Be careful with these!

Reflective Questions reflect the mood of a client by repeating the words back to him, often affording the client the opportunity to modify or re-think his original response without intimidation.

Permission Questions request approval to ask important questions or to take action toward a given step.

Verifying Questions check the accuracy of information gathered about the client and his or her situation.

Test Question: What questions will you ask your next prospect? Have you included all six types of questions?



THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

The Seven C's Program



Ask questions that don't leave room for "no:"

"I could visit with you today at 3, or would tomorrow at 9 be better?"

Never use the word "price" or "cost." Say "investment."

Never ask for "an appointment." It suggests a serious time commitment. Say "I'll be in the area and was hoping I could just pop by and visit."

Source:
Tom Hopkins

The Seven C's™ is a training program that will enable you to reach buyers on their playing field. Today's sales professionals have to be able to solve a business problem, not just sell a product; develop a clientele, not sell to customers. Through this systems-oriented behavioral approach to sales, you will make more initial sales, and learn to keep customers as valuable resources and sources of continued business success.

The Seven C's™ combines the best of behavioral science, strategic fundamentals, and tactical skills in sales, management, and self-motivation to create a different kind of sales training course. Even the language is different. Here is a quick preview of the Seven C's™ with a comparison to the old "selling" approach:

- **Creation** (instead of *Prospecting*) finds the ideal customer for the salesperson.
- **Contact** (instead of *Approach*) covers the first impressions, warm calls, building trust and more.
- **Confirmation** (instead of *Qualifying*) deals with using a specialized questioning process to discover needs.
- **Conference** (instead of *Demonstrating*) unlike the pitch or demo, involves both customer and salesperson in visualizing a positive future.
- **Concerns** (instead of *Objections*) aren't "overcome" like objections, but are treated as positive communications.
- **Consummation** (instead of *Close*) implies agreement and success, not the "I win, you lose" feeling of closing.
- **Continuation** (instead of *Service Calls*) develops future opportunities to serve customers and create new customers and referrals.

The new language may seem uncomfortable at first, but the key to success may be found in this quote: "Successful people make a habit of doing things unsuccessful people will not do." The Seven C's™ is learning by doing. Practice each step in this integrated approach to meeting client needs until it becomes a success habit.

Source: ©1996 Dennis Fox

The Seven C's Program – The Confirmation

DISCOVERY PHASE: THE RULES LEADING TO A COMPLETE SALES CALL

In order to effectively budget time, it is vital to get a confirmation early in the sales process. When a client has already decided there is no reason why s/he couldn't do business with you, s/he is open to receiving a proposal.

After rapport and trust has been established, a client's early commitment minimizes the tension and impact of a "close." If you have received buying signals, how can you gain a prospect's commitment that he will indeed buy? There are five key prerequisites leading to that

commitment: 1) Establish the need; 2) determine client's degree of interest in need; 3) determine if dollars needed for commitment are available; 4) check for buying authority; 5) determine criteria buyer needs to make decision to buy. Here are the strategies and rules that will guide you through the remaining part of this important process:

- During the Confirmation phase in the sales process, you have not yet earned the right to sell anything.
- Begin your dialogue in a seated position.
- You are employed at the level of decision maker.
- Fred Herman said "There is more profit to be gained in asking the right questions than in giving the right answers." Consequently, if you say it, they doubt it. If they say it, it's true!
- Types of Questions: Open, Closed, Directive, Reflective, Permission, Verifying (see p. 31)
- Follow the 16 steps in the Confirmation Guidelines:
 - 1) Introduce self and company
 - 2) State purpose
 - 3) Ask permission to ask questions
 - 4) Ask permission to take notes
 - 5) Determine current system
 - 6) Ask "What do you like most?"
 - 7) Identify ideal needs of client (areas of opportunity)
 - 8) Determine future plans
 - 9) Pinpoint current budget
 - 10) Check for authority to buy
 - 11) Ask "Is there anything else?"
 - 12) Summarize
 - 13) Agree on needs
 - 14) Ask for loyalty oath
 - 15) Ask for time commitment (when they want/need work done)
 - 16) Call for action



"Knowing how to ask smart questions gives you the edge in virtually any situation."
- Dorothy Leeds

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PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

The Seven C's Program – The Confirmation, cont'd



Use the **Confirmation Form**, right, to keep track of the list of questions you need to ask. When you have asked these questions, you have a sound basis for continuing your discussions with the prospect and preparing a proposal to review.

Note the rhythm of these questions: varied in style – open, closed, directive, reflective, permissive, and verifying. This keeps the process from becoming boring and makes the prospect feel important, alert, and responsive to your need to gather the right information, too. In the long run, this helps you prepare a more relevant proposal.

CONFIRMATION GUIDELINE QUESTIONS

TIME-TESTED QUESTIONS FROM THE PLAYBOOK OF THE PROS

1. Have you ever heard of Western?
2. What was the major reason you are spending a few minutes of your valuable time with me today?
3. Exactly what does your company do and what role do you play on a day to day basis?
4. How long have you used your current PCO Company?
5. Did you originally pick them out? Why?
6. How would you rate them now on a scale of 1-10?
7. What made you choose XYZ Company?
8. Would you choose them again today?
9. On a scale of 1 to 10, how would you rate XYZ Company?
10. What would you add, change or delete from what they are currently doing for you? Why?
11. What would it take for XYZ Company to go from being a [#] to a [#]?
12. How can I earn your business?
13. Specifically what is the most important thing to you/your department when it comes to pest control?
14. You said you have been using XYZ Company for the past [] years, when was the last time you received a competitive quote?
15. What would happen if Western were to give you a proposal that exceeds your expectations and fits within your budget?
16. Will you allow your current vendor another opportunity if we should find deficiencies within your facility?
17. Do you always see the same technician?
18. Can you pull your last few service tickets? I would like to see what they are using and what they are doing.
19. Where is your log book kept?
20. Can I see your log sheets for pest activity over the last 2 to 3 months?
21. What quality control does your present PCO use? (ISO 9000, TQA, Re-engineering)
22. Whom have you seen, other than the technician, over the past 3-4 months?
23. What has been your history with XYZ Company?
24. Tell me about your GRO (German cockroach) over the past year?
25. Tell me about your rodent control over the past year?
26. Please share with me what you are currently doing with [select a pest issue]?

The Seven C's Program – The Confirmation, cont'd

CONFIRMATION GUIDELINE QUESTIONS - THE MISTAKE-PROOF METHOD, cont'd

27. If you had a magic wand and could create the perfect program what would it include/exclude?
28. Probe about XYZ Company's current guarantee.
29. What impact does [selected pest issue] have on you and your business?
30. How does [selected pest issue] affect you day in and day out?
31. You could see how [selected pest issue] may cause you a problem ... don't you?
32. Use couldn't/shouldn't/wouldn't in tie down sentences.
33. Does your current PCO provide training programs on a regional or local basis?
34. Do you have a central point of contact? Is this important to you?
35. Understand in confirmation stage; get agreement in proposal stage.
36. Between me and you ...
37. Who besides you is involved with pest control on a day-to-day basis?
38. We all have bosses; whom do you report to. Please share with me your company's purchasing philosophy. How does this align with your own?
39. What was the last vendor you switched from and why? Who was involved in any shape with that decision?
40. Does your company have any other divisions/locations in the USA?
41. Who are your largest customers?
42. Are you familiar with IPM? Do you think it could benefit you?
43. Gain their trust by taking notes. Show empathy and recap the top five reasons that they would make a change. Recap in their words but summarize your **own** thoughts.
44. Explain exactly what the next few steps will be, i.e. the inspection, putting together a proposal and setting a date right then to come back and give them your proposal.
45. Follow up with letter after confirmation thanking them and reconfirming date for the proposal.
46. Sell the account.

SMART QUESTIONS TO ASK TO GET THE NUMBERS

1. "What's your budget?"
2. "What are you paying now?"
3. "What do they get for that service?"
4. "How much do you pay?"
5. "Can I assume you're paying..."
6. "Is it between \$250 and \$300?"
7. "What do they hit you for monthly?"
8. "Off the record..."
9. "Between you and me..."
10. "Just between us..."
11. "Let me ask you something that won't leave this room."
12. "You have to be paying around \$150."
13. "Can I see an invoice?"
14. "What costs do you incur monthly?"
15. "What is your yearly budget?"
16. "Do you have emergency money in case of...?"
17. "Can you give me some type of guideline as it pertains to your budget?"
18. "Mr. Jones in round numbers..."
19. "No commitment; can you give me a ballpark number?"
20. "So that I'm on the same page as you ... around what are you paying monthly?"
21. "I'm investing a lot of time and so are you. Can you give me an idea where you are...?"



Most importantly speak to the prospect and not at him/her. Listen and take notes, which shows that you are interested in what s/he has to say,

The Seven C's Program, cont'd



"It is better to know some of the questions, than to know all of the answers."

James Thurber

The Seven C's™ are a combination of the best of each of the traditional approaches plus the addition of what we know about two-way communication and learning principles. Selling becomes a win-win situation between the salesperson and the client.

Words have an impact on us and our clients. Words carry meanings and emotional responses which may have to do with how we feel about ourselves or how others feel about us. People respond differently to words such as *Investing vs. Making Payments; Okaying an Agreement vs. Signing a Contract*, etc. *Making Payments*, for example, implies an obligation and loss of one's resources; *Investing*, on the other hand, implies some security and getting a return on one's resources.

But the Seven C's™ approach is more than a change of words. It is a new orientation to the sales process. The Seven C's™ will become a valuable asset to the clients. This will happen because of the powerful and effective approaches to communication.

In essence The Seven C's™ teaches the sales professional to understand and deal with the client's entire circumstances and environment. In particular, the sales professional will be able to use words, gestures, and actions which communicate with the client emotionally as well as intellectually. The traditional approaches to sales simply do not give the professional this integrated, total approach to working with the client.

RULES FOR SELLING SUCCESS

- **Develop and maintain a positive attitude.** This is the first rule of life. The way you think is the way you behave and achieve. Your sales (*and life's*) success depends on it.
- **Believe in yourself first.** If you don't think that you can do it, who will?
- **Set and achieve goals.** Make a plan. A goal is a dream with a plan behind it.
- **Learn and execute the fundamentals of sales.** Never stop learning how to sell. Read, listen to tapes, attend seminars. Concentrate on the fundamentals. Adapt sales techniques to your own style and personality.
- **Learn one new technique a day.** Practice the new technique at least twice as soon as you hear it.
- **Use your car as a learning center.** A sales tape is better for your success than talk radio or classic rock.



Test Question: What new technique are you going to learn today? What will you schedule yourself to learn about tomorrow?

The Seven C's Program, cont'd

FEATURES & BENEFITS FOR CLIENTS

Western Pest® Feature . . .

- National company; local emphasis
- Customer oriented
- Personalized service program
- Well-trained service technicians
- Full service company
- Prompt, efficient service
- Over 78 years experience
- Uniformed service personnel
- Specified service times & dates
- Documented service reports
- Reduced kitchen/dietary preparation/cleanup
- Reduced pesticide usage

The Benefit to the Client is . . .

We are close by and part of the community.

The client always comes first.

We can handle even the most unusual pest problems or customer requirements.

Job is done right the first time.

One call handles all. Orkin, an industry leader, is a dependable partner for national accounts.

We're only a "phone call away" to solving any pest problems.

We'll be there when you need us because we've been proven to be reliable.

All of our service technicians will be fully uniformed in easily recognizable Western service attire. As a result you and your employees will know who we are. Consequently there will be no questions about the authenticity of our personnel, so your employees will feel comfortable about our presence on your property.

We set specific days and times each month for service. As a result you will know in advance what day and approximate time to expect the Western Technician – scheduled at a time convenient for you. Consequently, Western's service will never come as an interruption, but, rather will become an integral part of your business schedule.

At the completion of each service, Western will provide you with a documented service report, identifying materials used, location of use, pests identified (if any) and any sanitation or structural deficiencies which may exist at the time of service. You will always know what we are doing and will have a written record for future use with any local government agency with a right to know.

Due to the treatment dynamics of our regularly scheduled service, advanced kitchen/dietary preparation and clean up requirements are frequently kept to a maximum of one to two occasions per year. This provides you with fewer hassles associated with the task, as well as reduced overtime charges incurred by your employees. Everyone benefits while still maintaining a pest-free environment.

Because of Western's personnel training in advanced IPM programs, effective pest control methods and inspection techniques, we are able to eliminate your pests in our initial treatment phase, thus reducing future pesticide applications. This gives you and your customers a cleaner and safer environment.



Feature

The main ingredient of a product or service that describes what it really is.

Benefit

What the product or service does for the client.

THE VU

PROSPECT INFORMATION

LEAD GENERATION

LEAD CAPTURE

DATA INTEGRATION

LEAD MANAGEMENT

CUSTOMER SATISFACTION

Professional Selling Skills Program



As you become more organized and productive, you will be asked to participate in one of the world's finest training programs designed for professional sales reps, regardless of the product or service you represent. The program is called "Professional Selling Skills."

PROFESSIONAL SELLING SKILLS

The PSS System provides an effective, flexible and systematic approach to learning, applying, evaluating and continuously improving the skills that result in strong customer relationships.

Building on the selling skills and strategies that have benefited more than three million sales professionals around the world, the system has components that work together to improve sales performance and help you compete effectively in the marketplace. These components are designed to provide you with a variety of training delivery options, and to address all the elements required for training to produce a return on your sales development investment.

AchieveGlobal is the world leader in helping organizations translate business strategies into business results by developing the skills and performance of their people. Their learning-based solutions focus on skills training and consulting services in sales performance, customer service, and leadership.

The company's strength lies in the power of its customers, its people and its worldwide presence. With more than 1,600 employees in offices throughout the world, they have unmatched expertise in global implementations.

Their programs and services – continually adapted and translated to meet the needs of different cultures – are available in more than 40 languages and dialects. They work with organizations in a wide range of industries—in both domestic and international—and serve more than 400 of the Fortune 500 companies and more than 400 of the European Financial Times 500.

THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION



Professional Selling Skills Program - Feedback

"The question game was an eye opening experience. If we keep it simple, we are far more likely to uncover the information we need to promote our sales goal.

I found the final role play, which incorporates the skills we learned over the past few days as an excellent conclusion in that we were applying learned skills to a material we were familiar with. The role playing in general was very helpful. We were developing needs/skills with simple models. Although difficult at first, things eventually smoothed out. It is hard to break away from a process/behavior that is previously learned.

The focus on probing and supporting during the selling process I found to be important to encourage customer buy-in. The focus on skepticism, misunderstandings, and drawbacks is essential. Often in the field I misinterpret what the customer is saying to me. If I can recognize the concern and address it correctly, I stand a better chance of furthering the sales process.

The instructor was excellent. He knew both the sales material and the pest control industry. I would recommend him as an instructor for other classes. Outside of my formal education, he is one of the best instructors of material I have found in my professional career."

-- Gerald W.

"It is quite obvious that I need to [use] telemarketing and direct mail more. Additionally, I need to 'peel the onion' more during the Confirmation phase."

-- Stephen N.



"Excellent introductory sales training. Something that can be learned and used the very next day. The travel agent exercise in the probing questions session is a real eye opener.

The final role play when you actually sell pest control is very well written and includes those things you hear in the field most frequently. The smaller class sizes probably work the best. The role plays go smoother when you feel like you know the people you're working with."

-- Matt W.

"The class became more of a learning experience about me for me. This was helpful in bettering myself in not just selling techniques, but in all aspects of everyday life situations."

-- Ann K.

"The open dialogue was helpful. It was good to hear different responses from different demographics and geographic areas."

-- Anthony T.



PSS
(Professional Selling Skills), was developed by a company known as Achieve Global. Their clients can be found worldwide, from Fortune 500 to well-organized mid-sized companies wanting to improve their effectiveness in the field among customers and prospects.

THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

What Are the Core Selling Activities?



Remember that you are in business **FOR** yourself, and not **BY** yourself. If you supply the passion, will, desire, time, and effort, Western will supply the tools and opportunities.

It takes the average salesperson four to six months to build his or her business when dealing with low-ticket, easily understood products. When dealing with high-ticket products, new technologies, and/or companies that are not well established in the market, it can take longer to go through the sales process of building awareness, generating interest, establishing credibility, influencing all individuals within the Buying Matrix, and finally closing a sale.*

Western uses all of the following core selling activities, together with specially created sales tools, in order to shorten the selling cycle. Each has a unique impact upon your prospect. It will be up to you to determine when to use them. These activities are critical to getting "face-to-face" with someone who can say yes (or no), or who can influence the decision:

- Step 1: Telemarketing (*inside and outside*)
- Step 2: Setting appointments
- Step 3: Responding to office leads in a timely manner
- Step 4: Good will calls
- Step 5: Contacting current clients for referral generation
- Step 6: Regularly asking for & getting testimonials
- Step 7: Conducting PND (*People Next Door*) sales calls
- Step 8: Conducting walk-ins (*cold calls*)
- Step 9: Conducting direct mail (*ACT! mail-merge*) campaigns
- Step 10: Trade shows
- Step 11: Providing timely follow up calls
- Step 12: Involvement in tip clubs, networking groups
- Step 13: Involvement in industry associations
- Step 14: Generating enough proposals to achieve desired sales goals based upon closing percentages

*Source: Power Marketing for Small Business, by Jody Horner

THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION



Test Question: What is the one sales tool that you won't find anywhere else except inside your head? **Answer:** Knowledge. *Knowledge is power.*

The Core Selling Activities: Telemarketing

TELEMARKETING

Telemarketing is a sales call that is made by phone. It can be used solely as an advertising medium to generate interest and sales. A more effective use, however, is to telemarket after direct mail, thus increasing the impact of both the telemarketing and the direct mail efforts. As such, it can increase inquiries 100 to 700 percent, thus increasing sales when used properly. Telemarketing can also shrink the time it normally takes to reach, influence, and motivate prospects to take action.

Telemarketing is effective in lead development by generating initial interest in Western's products and services, and following up after other sales call techniques have been employed. Because telemarketing can target a very specific group so effectively, it will frequently produce a significantly higher result than other methods of lead generation. Telemarketing is also an excellent tool to use in a follow-up system to keep in touch with existing customers and to help move prospects through the sales cycle.

Inside Telemarketing: Schedule time each day to engage in this planned activity. Your target goal should be securing a minimum of 3-5 new appointments with prospects each day with a minimum of 15 for each week.

While the statistical average is one appointment secured for every 10 calls made, yours may vary. To determine your average, you'll need to keep track of the activity as you do it. A Telemarketing Scorecard (see p. 81) should be used and results tabulated daily. This will help you determine what is working and what is not.

While telemarketing, you'll find greater efficiency if you can focus your efforts on one geographical area for future days in the field. Then you can schedule all other activities around that area to minimize "windshield " time on a day in and day out basis. We have found that allocating between 1-1^{1/2} hours each day for telemarketing works best.

Outside Telemarketing Services: Western funds a portion of the telemarketing activities necessary to get sales reps in front of viable prospects. Currently, the firm that provides this service is IMG in New Jersey. Once a lead is generated by their services, it must be followed up and the appointment needs to be kept. Propose and sell the business. That is the purpose of having a telemarketing company set up appointments for you.



There are ways to make cold calls and telemarketing calls **warmer**:

1) Read job promotions and trade journals, and pay attention to local gossip to build your own prospect list.

2) The first time you pick up the phone, make it a fact-finding mission. Then, when you make the sales call, you know they need what you are selling!

Note: A status report must be filled out and updated once a month and sent to the respective sales manager. This activity will be performed in addition to your own, local telemarketing.

Remember: You are responsible for ensuring that The VU has your telemarketing prospect lists.

The Core Selling Activities: Telemarketing, cont'd



Why Use a Script?

When talking on the phone, the TONE of your voice is an important ingredient in communication. Being comfortable with what you are saying and knowing how to say it properly, without offending a prospect, helps to relax your voice, deepening its tone, and making you sound more confident and sincere.

THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

COMMERCIAL DIVISION TELEMARKETING SCRIPT

Objective: Selling an appointment to meet with prospect

- Hi, how are you today? I'm hoping you can help me.
- What is the name of the person responsible for the pest control in your company? May I speak with him/her, please?
- (Name of Person), my name is [Your Name] with Western Pest Services. How are you today?
- (Name of Person), are you familiar with Western Pest Services?
- (If yes) Then as you know...
- (If no) Western is one of the largest pest management companies in the country specializing in the elimination of pest problems by using reduced pesticides and more environmentally friendly methods. (Go to close.)
- (Name of Person), I would like to meet with you to introduce myself to you and to our services and show you how we can solve any and all pest problems, backed by our 100% money back guarantee.
- I'm available next _____ and _____.
- Which day is better for you, next _____ or _____?
- Do you prefer morning or afternoon?
- (Offer a choice of times) _____ o'clock or _____ o'clock?
- (Name of Person), I look forward to meeting with you on _____ at _____.
- Thank you for your time and have a nice day!

HANDLING OBJECTIONS

- I can appreciate that. We would still like the opportunity to meet with you and review your needs. (Re-close) So if Tuesday or Thursday isn't good for you, what day would be?
- I can appreciate that. If we were able to provide you with the same quality service at a possible savings, why wouldn't you be interested in meeting with a representative? (Re-close)
- I can appreciate that. You have nothing to lose and all to gain. All we would like is a few minutes of your time to discuss how our service can benefit your company. (Re-close)
- I can appreciate that. We've been able to save 30% to 50% on agreements, and all we would like to do is come to your location, review your present needs and provide you with a quote.
- I can appreciate that. All we would like to do is come to your location and provide you with any savings available to you. (Re-close)
- I can appreciate that. You can even use the appointment as a point of comparison, just to make sure you are getting the best quality service at a possible savings. (Re-close)
- I can appreciate that... All we would like is the opportunity to introduce you to our services and provide you with a service comparison... so when it is time to renew your contract...you'll know that you are getting the best value for the price you are paying. (Re-close)

The Core Selling Activities: Telemarketing, cont'd

OUTLINE FOR CREATING A SCRIPT

Opening:

- Hi, how are you today? I'm hoping you can help me.
- What is the name of the person responsible (fill in with either) for (i.e.: "job function activity") purchasing widgets for the company?

OR

- "Position Title" (i.e.: The Vice President of Sales and Marketing for the company?) (be certain to get the correct spelling of name). May I speak with him/her?

Identification:

- (Name of Person), my name is _____ with (name of your company).

Rapport:

- How are you today?

Requalification:

- Are you (name) or (the person responsible) (fill in with either) for, (i.e.: "job function activity") purchasing widgets for the company?

OR

- "Position Title" (i.e.: The Vice President of Sales and Marketing for the company?)

If yes: Continue If no: Ask "Who is?"

Message:

- (Name of Person), we specialize in (fill in with a benefit statement that surmises what your company does), and I'm calling to (tell them why you are calling).

Close:

- If doing a survey: ask questions (depending upon the application).
- If scheduling an appointment: use "alternate choice close" for appointment.
- If trying to sell a product or service: you may want to ask some qualifying questions first, then offer the product/service that satisfies their needs.

Reminder:

- You will receive questions and objections.
- As you are exposed to "new" questions/objections, add them to your objection book. This will give you control of the conversation!!!



When you need to create your own script, here are some tips... in putting the right sequence together:

1. Opening - Introduce self & company;
2. Identification - Drop appropriate references;
3. Rapport - State purpose;
4. Requalification - Mention benefits;
5. Message - Sell the appointment;
6. Close - Get the appointment.

THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

The Funnel Concept by Gerhard Gschwandtner



Your own funnel is the key to your territory growth during the next six months.

In order to maintain peak sales levels, you must continually add qualified prospects to your lead bank. Although the system I am describing here is more than a prospecting system, it begins with solid leads and moves on to uninterrupted closes. In fact, by using the funnel system, your closing ratio will gradually but steadily rise.

By comparing your sales activity to the performance of a funnel, you can quickly seize the best prospects and move them into closing position. Here's how it works:

New prospects enter the sales cycle at the top of the funnel and, over time, these prospects turn into customer and closed sales. This simple model contains many hidden secrets that top salespeople use to increase their sales success. Here is how to study your own funnel to create more sales for you.

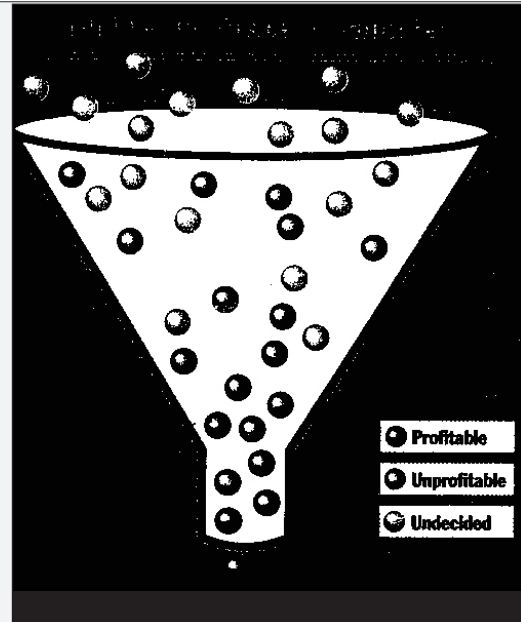
The number of sales closed is in direct relationship to (a) the size of your funnel, (b) the number of prospects contained in your funnel, (c) the quality of prospects captured in the funnel and (d) how quickly you can move your prospects from the opening of the funnel to the bottom of the funnel.

The Size of Your Funnel

Study the top of your funnel and determine how many new prospects you are capturing each week. Then look at the volume of prospects contained in your funnel. Have you captured enough prospects to meet your sales goal? Can you see how the size of your funnel determines how many sales you will close? Compare your funnel with those of the top three sales producers in your company. What size funnel do they use? Measure the top of your funnel and compare it to your competition. Do they work with funnels that have bigger openings?

Have you always worked with the same size funnel? Chances are that when you started your job, you worked with a larger funnel and as you established new accounts you switched to smaller and smaller sizes.

How do you know that you are working with a funnel size that gives you the highest chances for sales success? Salespeople are often surprised to find out that a larger funnel often means working smarter, not harder.



The Number of Prospects in Your Funnel

Look at the bottom of your funnel. How many sales do you expect to close next month? How many prospects are in your funnel at this time? How many additional prospects do you need in order to achieve your sales goal?

Remember that the number of prospects in your funnel determines the number of sales you can close. If you need to close five sales per week, divide your funnel into segments that represent the major phases of your sales cycle. For example, to close five sales per week, the salesperson needs to qualify 60 prospects. Only 20 of these prospects will qualify for a full sales presentation and only 15 will move to the proposal stage. These 15 proposals will yield five closed sales.

To keep yourself focused on closing five sales per week, you must (a) divide your funnel into key segments and (b) monitor the key numbers within each segment of your funnel. While most salespeople only look at closed sales, top salespeople measure their progress by monitoring the numbers within each segment of the funnel. The moment one of the key indicators changes, they take immediate action to correct the situation so that it can keep moving forward towards sales success.

continued next page

THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

The Funnel Concept, cont'd

The Quality of Prospects in Your Funnel

What quality standards have you established for selecting your prospects? To increase your chances for closing more sales, ask yourself: How do you rate the quality of your prospects? How many prospects did you pursue during the past month who had very little potential? When you look at your entire prospect base, how many are small and how many are "big game" prospects? Do you have a habit of filling your funnel with prospects who are easy to talk to but have little authority in making the decision?

Have you ever compared your efforts to the results obtained with prospects from your four major markets? Are prospects from market A as profitable as prospects from market B? What made you concentrate on markets A and B and why are you not investing as much time with prospects in markets C and D?

To increase the quality of prospects in your funnel, you must establish firm selection criteria such as: (a) How many prospects? (b) Within what time frame? (c) From which market? (d) What level decision maker? (e) What dollar potential? (f) How long until the sale is closed?

The Time Prospects Spend in Your Funnel

Time is the ultimate scorekeeper in the game of selling. Many sales people fail to achieve their goals because they accumulate too many prospects who never move toward the bottom of the funnel. They fail to eliminate the unprofitable prospects from their funnel. Remember, the more prospects you can move from the opening to the close during a given time period, the higher your sales and your income.

Begin to analyze your sales cycle. Ask yourself: How much time and effort do I invest in moving the average prospect from the opening to the close? For example, you may find that you invest an average of four sales calls over a period of four weeks to close one sale. Once you have determined your average, you can search for ways to (a) shorten your sales cycle and (b) reduce the number of sales calls.

Shorten Your Sales Cycle

1. Eliminate wasted time by streamlining your sales process. For example, automate your sales proposals, decrease the response time to inquiries made by new prospects, use the telephone for prospecting, create a direct mail system where you mail promotion letters to your prospects on a regular basis, make one extra face-to-face prospecting

call each day.

2. Increase your prospecting quality.

Salespeople often forget to ask these key questions during the initial qualifying process: What is your budget? How soon will you make a decision? Who, other than you, is involved in making the decision? How urgent is your need?

Reduce the Number of Sales Calls

1. Eliminate the need for callbacks. Try asking for the order on every call. Many salespeople get into a routine where they only ask for the order after they have made the complete presentation. While top salespeople routinely ask for the order on the first call, average sales people get so involved with "romancing" their prospect that they forget that the purpose of calling on a customer is to close the sale. While top performers get quickly to the heart of customer's problem, the average performer takes several calls to diagnose the customer's true needs. Average salespeople write lengthy reports about trivial matters.

2. Create a time advantage by moving information.

Successful salespeople are eager to cut out unnecessary steps in the sales process in order to close more sales with fewer calls. A laptop computer with the right software can help you create a tremendous time advantage over your competition. Print your sales proposal right in your prospect's office. If the prospect has a tough question, get the answer immediately by calling your home office by phone or through your modem. Remember that incomplete information is one of the key reasons prospects delay the decision to buy.



Six Ways to Increase Sales

- 1) Increase the size of your funnel.
- 2) Weed out unprofitable prospects.
- 3) Persuade undecided prospects more effectively.
- 4) Find better prospects.
- 5) Increase the speed in your funnel.
- 6) Replenish your funnel every week.

Source: *Personal Selling Power*, May/June 1993

The Core Selling Activities, cont'd



Successful people make a habit of doing things unsuccessful people will not do!

Use the Referral Guideline pocket reference card to help you remember the eight points to a Referral!



■ **OFFICE LEADS** – Occasionally, commercial prospects will call our office to solicit price quotations and/or a proposal for account locations in your territory. In general, all such leads should be acknowledged by the sales rep in whose territory the account is located within one hour of their receipt by the local Western® office. The prospective client must be contacted to establish a convenient time for the initial interview and resulting inspection work. Normally, this *lag time* shouldn't extend beyond three days unless otherwise dictated by the client contact.

□ **Guideline:** *Turnaround and completion of appropriate paperwork to include a proposal, R-122 and related documents should not extend beyond three days.*

■ **GOOD WILL/REFERRAL CALLS** – Schedule and conduct a minimum of one good will call per day to an existing client, face-to-face. While there, update contact names and other relevant information. The purpose is to find out if they own or manage other locations that we don't service now or are part of a larger organization with multiple locations we would like to service.

□ **Guideline:** *At minimum, you should get at least one referral per call with possible personal introductions being a by-product of your inquiry.*

■ **PREMIUMS** – Each region will be allotted **premiums** (*promotional items imprinted with the Western® logo*) for distribution to current clients, prospective clients and respondents to various surveys conducted by Western as a way to get access to prospective client perceptions and expectations for pest control. You should bring premiums on referral calls, direct mail survey call follow-ups, existing client good will/referral calls and to new clients.

□ **Guideline:** *Since premiums have varied costs, you should use appropriate discretion when giving these gifts unless the recipient has been promised a specific premium as a result of a promotion run by Western Corporate or at the local office.*

■ **TESTIMONIALS** – Getting into the habit of asking for a *testimonial letter* (see examples on pages 48 - 51) from the client is an appropriate request – *if the client perceives your service as good to excellent*. This ties in with a marketing concept referred to as *building the base from the base*.

□ **Guideline:** *It will take many hours of cold calls to be able to generate two or three referrals from a satisfied customer base.*

Referral Guidelines

1. Congratulations!
2. Prevent Buyers Remorse
3. Suggest Categories (Trade Associations, Affiliations, Neighbors)
4. Names only (1 minimum - 5 good)
5. Details
6. Thank them and promise to follow up
7. Who would you contact first?
Why?
8. Telephone introduction or Permission to Mention Their Name



Test Question: Which is better: Carrying a premium into a prospect's place of business in full view, or being discrete and keeping it hidden?

The Core Selling Activities, cont'd

PREMIUMS



You should bring premiums on referral calls, direct mail survey call follow-ups, existing client good will calls and to new clients.



THE VU

PROSPECT INFORMATION

LEAD GENERATION

LEAD CAPTURE

DATA INTEGRATION

LEAD MANAGEMENT

CUSTOMER SATISFACTION

Test Question: Some companies have a policy that prevents employees from accepting certain kinds of promotional premiums? What do you do?



The Core Selling Activities, cont'd



No greater sales person exists than a satisfied customer. Getting a good customer to put his or her feelings about your company or product/service into words in the form of a testimonial letter is a very powerful incentive for an indecisive prospect.

TESTIMONIAL EXAMPLES

COOSEMANS D.C.
Monday, November 23, 2002

Western Pest Services
C/O Nola Davis
7018 Timberfield Place
Sublimar, MD 21226

Re: David Lee
Service Technician

To Whom It May Concern:

It is with pleasure that I write you this letter of appreciation for the services provided me by your technician, David Lee. I have been working with David Lee for about nine months, ever since the administration of the pest services was passed to me.

David has been extraordinary in his manner and professionalism while providing services to us and I want to be sure that his efforts are recognized from your perspective. As a manager and a businessperson myself, I know that customer opinion is number one in a service oriented industry, and David has done all of the right things to keep us happy.

In fact, during the last couple of weeks while I was going through a food safety audit, David was at my side providing for my needs during the preparation and administration of the audit. He even came by after the inspection was complete to check in and support my needs that same day. This service is not the exception, but the norm for David as he has always been available to us and our needs.

In fact, since he even stopped when he spotted me in the street outside of our facility while driving by just to take the time to ask if everything was all right. It is the little things like this that make a big impression, and he should be commended.

I hope you are pleased with the testimonial from the pest control team.

Sincerely,
John Arnold
John Arnold
Mgr. & Proprietor
Coosemans D.C.
202-428-9000

Bristol-Myers Squibb Company
Pharmaceutical Group
One Squibb Drive, P.O. Box 99, New Brunswick, NJ 08903-0099

December 23, 1999

Ronald Eisworth
Western Pest Control
937 State Road
Princeton, NJ 08540

Dear Sir:

I would like to take this opportunity to commend our site Western technician, John Samecky. I have been the Facilities Services Manager for the past three years and have always found John to be a resourceful representative of your service. He is informed, professional, self directed and totally reliable. My peers at the New Brunswick site echo my feelings.

John Samecky

Friendly's
Signature Restaurants, Inc.
14540 John Marshall Hwy., Suite 201
Gainesville, VA 20155
(703) 754-8664 Fax (703) 754-8674

January 6, 2006

Mr. Drew Watts
Western Pest Services
10843 Main Street
Fairfax, VA 22030

Dear Drew,

Thanks for another successful year of pest control and elimination. As you know, we were placed with another pest control company in 2005 and were extremely unhappy with their service, their handling of issues and the relationship that they established. It didn't take us long to seek out Western and re-establish a relationship.

I appreciate the knowledge that you and Western have with the issues that face our business, and more importantly, the urgency that you employ to address issues when they arise. We're glad to be back with Western and look forward to a continued successful relationship.


Sincerely Yours,
Fred A. Fiorito
Fred A. Fiorito
Chief Operating Officer

The Core Selling Activities, cont'd

MORE TESTIMONIAL EXAMPLES



Testimonials are the perfect addition to your personal Reference Book. Keep the tab entitled "Clients" full of your own "Who's Who" list of satisfied customers.



Date 12-16-05

Western Pest Services
614 Eagle Rock Avenue
West Orange, NJ 07052


I am writing this letter to express my thanks to Western Pest Services for the outstanding and professional service we have received. Western and especially Service Supervisor Jose Reyes have continued to maintain superior AIB audit scores in our facility. Jose has gone above and beyond the call of duty many times in order to help us maintain a higher level of expectation.

I look forward to working with Western and exceptional level of service will continue.

Sincerely,

Eddie Engelman
Assistant Plant Manager
Star Snacks Co., LLC.

STAR SNACKS CO., LP
Tel (201) 200-9600 • (888) 888-8888



ATTAWAY ASSOCIATES
3127 APPLETON STREET, N.W.
WASHINGTON, D.C. 20008
(202) 688-0211

NOV 9 8 2005

November 21, 2005

Mr. Gary Rollins, Chief Executive Officer
Western Pest Services
800 Landers Place/PO Box 367
Parlispanty, NJ 07054

Dear Mr. Rollins:

It is obvious why Mr. John Shatzbergir, Metro Branch, Rockville, MD is a supervisor - he is knowledgeable, reliable and committed.

When a new neighbor presented us with a bill for replacement of the fence between us due to termite infestation, we immediately called Western Pest Services. Our initial calls were fruitless because the employee did not track him. He apologized about this later.



UNION SQUARE
40 East 14th Street
New York, New York 10003
(212) 673-5388
Fax (212) 673-5393

May 16, 2005

MariaIgnez DeOliveira
Western Pest Services
225 Broadway, Suite 630
New York, New York 10007

Dear MariaIgnez,

Please use this letter as a reference for pursuing new clients. I am delighted to act a reference for Western Pest.

I started using Western Pest Services when I opened the Chelsea store in 2001. Our building had been vacant for many years, and was full of rodents. I was amazed how quickly your company got the problem under control, and we have never had a problem since. And, we are right on a subway line!

I can vouch for our other two stores that you serve, we are delighted with your services. You do an amazing job with pest control. The best this food service operator has seen!

Please feel free to have any of your perspective clients call me for more information.

Sincerely,



Otto Leuschel
Store Team Leader

WHOLE FOODS
WHOLE PEOPLE
WHOLE PLANET

The Core Selling Activities, cont'd



The Panera Bread legacy began in 1981 as Au Bon Pain Co., Inc. Founded by Louis Kane and Ron Shaich, the company prospered along the east coast of the United States and internationally throughout the 1980s and 1990s and became the dominant operator within the bakery-cafe category.

In 1993, Au Bon Pain Co., Inc. purchased Saint Louis Bread Co., a chain of 20 bakery-cafes located in the St. Louis area. The company then managed a comprehensive re-staging of Saint Louis Bread Co. Between 1993 and 1997 average unit volumes increased by 75%. Ultimately the concept's name was changed to Panera Bread, recognized as one of Business Week's "100 Hot Growth Companies."

Today, there are more than 825 Panera Bread bakery-cafes in 35 states delivering fresh, authentic artisan bread on a national scale.

TESTIMONIAL EXAMPLES

"The ease in which a new location is serviced, as well as streamlined billing, provides the team with significant peace of mind."



February 22, 2006

Mr. Adam Smith
Account Executive
Western Pest Services
Baltimore, Maryland

Mr. Smith

On behalf of Lemek L.L.C. a franchise of Panera Bread, a thank you is in order for the focus, response, and dedication of your Western Pest Service team.

Since May 2004, your Maryland region branches have kept up with the demands of a growing franchise and have been responsive to all requests in a timely manner. The ease in which a new location is serviced as well as streamlined billing provides the Lemek L.L.C. team with significant peace of mind. The peace of mind in turn provides with confidence where we know that our locations are being serviced responsibly, as well as up to stringent standards.

Thank you, we look forward to a productive, pest free relationship future in the future.

Sincerely

Mr. Jimmy Houston
Maintenance Manager
Lemek L.L.C

Western Pest Services, Commercial Division

www.westernpest.com

The Core Selling Activities, cont'd

TESTIMONIAL EXAMPLES

"Their sense of urgency and follow up in dealing with problems that arise is excellent. . ."

DavCo Restaurants

October 10, 2005

To Whom It May Concern:

Western Pest Services has been servicing DavCo Restaurants, Inc. since 2002. We operate 156 Wendy's Old Fashioned Hamburger restaurants in the Baltimore/Washington areas and are the largest franchisee of Wendy's International.

We began experiencing major problems with our previous pest control vendor prior to Western and within a short period of time after they picked up our account they were able to get the major problems under control.

Their sense of urgency and follow up in dealing with problems that arise is excellent. The office and field personnel are polite, responsive, helpful, and determined to remedy all complaints from our restaurants staff.

We currently receive monthly service but Western will follow up with weekly or daily visits to remedy a problem situation. I would highly recommend that you consider their services if you are experiencing pest control problems.

Please contact me if you should have any questions or would like to discuss Western's performance.

Sincerely,



Joseph F. Cunnane

JC/ta



DavCo Restaurants • 1657 Crofton Blvd • Crofton, MD 21114
Corporate 410-721-3770 • Baltimore 410-793-3905 • Washington, D.C. 301-261-6860
Fax: 410-793-0754 • www.davcorestaurants.com



Wendy's International, Inc. is one of the world's largest restaurant operating and franchising companies with \$11.6 billion in systemwide sales and more than 9,700 total restaurants. The Company's quality brands are Wendy's Old Fashioned Hamburgers®, Tim Hortons and Baja Fresh® Mexican Grill, Cafe Express and Pasta Pomodoro®.

Wendy's Old Fashioned Hamburgers® is the third largest quick-service hamburger restaurant chain in the world, with more than 6,600 restaurants in North America and international markets. Founded by Dave Thomas in 1969, Wendy's serves the best hamburgers in the business, made with fresh beef hot-off-the-grill and a choice of toppings. They also serve chicken sandwiches, fries, Frosty's, soft drinks, and a variety of fresh, healthful foods - fresh fruit with yogurt dip, garden salads, grilled chicken sandwiches, baked potatoes, and chili.

The Core Selling Activities, cont'd

■ CLOVER LEAFING (PND'S) –

While in a specific area and either before or after a scheduled appointment, you should be stopping by a business location next to the scheduled appointment to obtain information of potential clients and/or secure an appointment for another time.

□ **Guideline:** *Minimum of two per day.*



■ COLD CALL WALK-INS –

Before or after a scheduled meeting, you should also be stopping by a business location on the way to/from the scheduled appointment to obtain information about potential clients and/or secure an appointment for another time. Some of your most successful appointments will be those that happen spontaneously. When you have lunch, for example, choose a place that you would like to do business with. You may discover that they need your help.

□ **Guideline:** *Minimum of two per day.*



■ APPOINTMENTS –

Initially, you will need a minimum of two new appointments per day and perhaps more to get the process of "Filling the Funnel" going (see related article, p. 44).

□ **Guideline:** *Ask yourself this question: "If I have one appointment scheduled today that will take approx. 1 1/2 hours to complete, and if it takes 20 minutes to get there and back to the office, what will I be doing for the remaining six hours?"*

■ FOLLOW UP CALLS

Even after the sale takes place, two of the people in the **Buying Matrix** (see p. 16): the *User* and the *Technical*, need to have their decision reinforced and for you to work to prevent them from getting *buyer's remorse*. They will look for deficiencies in performance and, possibly, for an opportunity to cancel a contract. You can work to avoid these issues by doing everything you can, including having a dependable customer contact them to reassure them. When or if the company makes a mistake (*it happens to everyone*), admit it and then fix it. Over the long run, some of your most loyal customers are likely to be those where a mistake was made initially, and then was corrected quickly and fairly.*

□ **Guideline:** *Do several follow up calls each week so that customers expect you to contact them on a regular basis. That way they will never feel forgotten after the sale.*

THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

***Source:** *The Complete Idiot's Guide to Marketing Basics*, by Sarah White

The Core Selling Activities, cont'd

■ **LETTERS AND OTHER CORRESPONDENCE** – You should be sending out letters to acknowledge the following activities or commitments:

- Confirming an appointment letter (*e-mail can be substituted*)
- Thanking prospect for seeing you – no further sales activity needed now
- Thanking prospect for opportunity to present proposal
- Thank you letters for new business authorizations
- Thank you letters for referrals received (*recent buys*)
- Thank you letters for testimonial letters received

□ **Guideline:** Send out at least five notes/letters each day.

Note: The VU library already includes these form letters under the sales letters section.



A brief hand-written "Thank You" note is often just the right kind of message for prospects and customers.

■ **DIRECT MAIL** – Advertising reaches people you DON'T know, with the hope that they will turn themselves in to you as prospects. Direct mail, on the other hand, reaches people and businesses whose names and addresses you DO know. We use direct mail to turn prospects into buyers, by offering them something of perceived value (*a FREE DVD, for example*), in exchange for an opportunity to make a proposal. Western sends out periodic direct mail campaigns to supplement your own sales efforts, like the letter seen below.

□ **Guideline:** Plan and implement a direct mail campaign at least every two months.



Sales Letters

- Number One – Introduction Letter
- Number Two – Confirming Appointment Letter
- Number Three – Follow-up Cancelled Appt Letter
- Number Four-A – Inspection Follow-up Letter
- Number Four-B – Inspection to be Scheduled Letter
- Number Four-C – No Inspection Necessary Letter
- Number Five – Confirming Proposed Date Letter
- Number Six-A – Proposal Thank You Letter
- Number Six-B – Welcome Aboard Letter
- Number Seven – Follow-up on Service Issue
- Number Eight – Successful Referral Letter
- Number Nine – Referral/Additional Locations Letter
- Number Ten – Account in Jeopardy Attestation Letter
- Number Eleven – Renewal Letter
- Number Twelve – Satisfaction Letter
- Number Fourteen – Nationwide Presence Intro Letter
- Number Fifteen – We Want You Back Letter

There are 18 pre-written and pre-formatted sales letters for any occasion and purpose in The VU.

Got Writer's Block?

There are 18 sales letters ready to go at any time - and for any occasion - in The VU!

THE VU

PROSPECT INFORMATION

LEAD GENERATION

LEAD CAPTURE

DATA INTEGRATION

LEAD MANAGEMENT

CUSTOMER SATISFACTION

Test Question: What do you do during a follow-up call and you discover that your contact no longer has decision-making capability?



The Core Selling Activities, cont'd

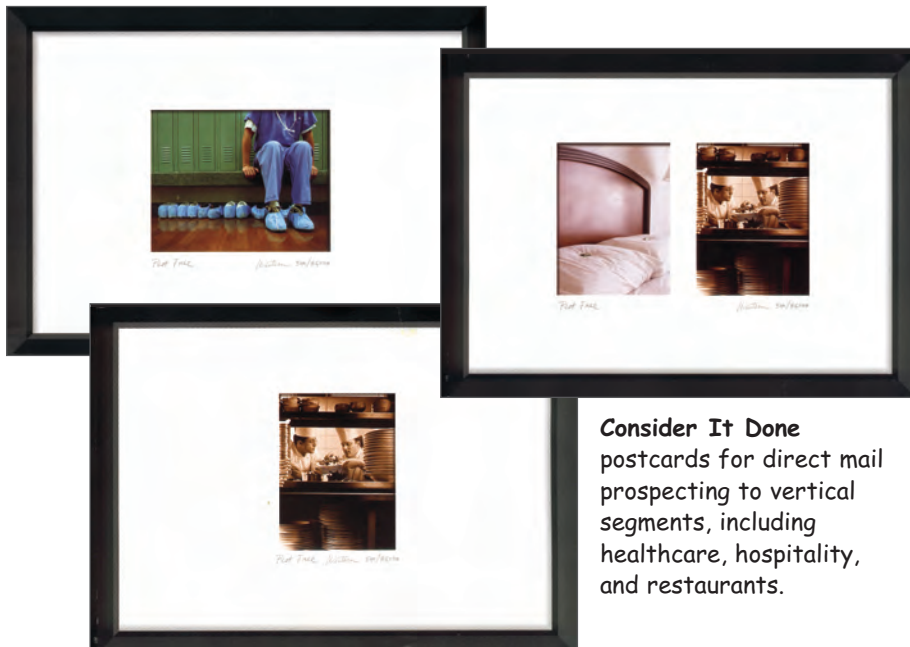


An effective direct mail campaign needs the following ingredients:

- 1) a good list;
- 2) postage;
- 3) a relevant benefit for the recipient;
- 4) a timely follow-through by you, the sender; and
- 5) tracking to see who and how many responded, so that you can get even better results next time!

■ **DIRECT MAIL** – You can view some of the direct mail tools that are available to you, below. These postcards are attractive and easy to use. They also make it easy for the prospect to learn what you want to say, since there is no envelope to open.

□ **Guideline:** *Plan and implement a direct mail campaign at least every two months.*



Consider It Done postcards for direct mail prospecting to vertical segments, including healthcare, hospitality, and restaurants.

- THE VU**
- PROSPECT INFORMATION
- LEAD GENERATION
- LEAD CAPTURE
- DATA INTEGRATION
- LEAD MANAGEMENT
- CUSTOMER SATISFACTION



Jumbo postcard for direct mail prospecting to the non-food, facilities market segments (left); and for the food service and hospitality segments (above).

The Core Selling Activities, cont'd

■ **TRADE ASSOCIATIONS** – Every sales representative must belong to at least one trade association (of a target market) and a networking group for developing leads and referrals. If a trade show is part of the association’s promotional marketing mix, you are responsible for communicating this information to the regional sales manager so resources (time & money) can be budgeted.

□ **Guideline:** *You should become an active member by attending meetings regularly and getting involved in committee work.*

■ **TIP CLUBS & NETWORKING GROUPS** – BNI (Business Network Int'l., www.bni.com) is a business and professional networking organization that offers members the opportunity to share ideas, contacts and most importantly, referrals. With over 2,600 chapters worldwide, BNI is the world's largest professional business networking organization.

□ **Guideline:** *Become involved in a local chapter of BNI (or other network groups) so you can:*

- Substantially increase referrals.
- Participate in up to 52 networking meetings per year.
- Obtain quarterly newsletters with educational material on networking, public speaking, and business.
- Participate in business trade shows (*where you'll have an opportunity to market your chapter and your business*).
- Get free periodic workshops on networking.

TARGET MARKETS	TRADE ASSOCIATIONS (Partial List)
Real Estate, Facilities	<ul style="list-style-type: none"> • PMA/Property Management Association • BOMA/Building Owners Mngmnt. Association • New York State School Buildings and Grounds
Health Care	<ul style="list-style-type: none"> • HCANJ/Health Care Association of New Jersey • AALAS/American Assoc. for Laboratory Animal Science • Virginia Health Care Association • Florida Assisted Living Association
Food Processing	<ul style="list-style-type: none"> • American Institute of Baking • Food Processors Association • Delaware Poultry Industry
Hospitality	<ul style="list-style-type: none"> • ASHES/American Society of Housekeeping Executives • FRA/Florida Restaurant Association • RAM/Restaurant Association of Maryland • Other state restaurant associations
Schools	<ul style="list-style-type: none"> • NJASA/New Jersey Association of School Administrators
Networking Groups	<ul style="list-style-type: none"> • BNI, Chambers of Commerce, TIP Groups

Test Question: Which are the top five target markets in your own territory? How would you rank them?



Just Do it.
If you had a nickel for every time you said "I have to, I need to, I should. . ."

Tip: Find the names of trade groups and associations in trade publications, on the Internet, and from prospects.

Sometimes we provide the pre-show and post-show mailings. . . We expect that our investment in trade shows, coupled with direct mail and telemarketing efforts, will only help you get qualified leads.

THE VU

PROSPECT INFORMATION

LEAD GENERATION

LEAD CAPTURE

DATA INTEGRATION

LEAD MANAGEMENT

CUSTOMER SATISFACTION

The Core Selling Activities, cont'd



You only get **three seconds** to make an impression upon exhibit traffic. How will **YOU** spend that time?

■ **TRADE SHOWS** – For high profile, large attendance trade shows, Western will provide considerable pre-show and post-show promotional support. This will include pre-show direct mail campaigns and post-show direct mail surveys to attendees and announcement of booth prize-winner names and company. While each trade show Western commits to promote and fund will require the direct involvement of the local regional sales manager, each lead secured at the show will require your prompt follow-up.

I don't know your company's name.
 I don't know what your company does.
 I don't know your company's products or services.
 I don't know your company's reputation.
 I don't know your sales regions or your people.
 I don't know your company's website.



I haven't attended this show before.
 I haven't seen your company's ads.
 I haven't received any of your mailings.
 I haven't been contacted by your company.
 I haven't called your toll-free number.
 I haven't asked for information to be mailed.



Now, what was it that you wanted to ask me?

FACE-TO-FACE: NON-VERBAL COMMUNICATION

Technology has greatly expanded the boundaries of business; the Internet and e-mail have become critical components of a company's marketing tools. But investment in trade shows and other similar events remains strong because we learn so much (more than 80%) from non-verbal communication clues that we can only obtain in a face to face environment. Studies by author Lilian Glass, Ph.D, (*He Says, She Says*) and research from linguists, psychologists, and other professionals reveal the following:

- There are 19 different aspects of body language; and
- The human face is capable of making thousands of distinct, non-verbal facial expressions or *language*.

Companies wanting to get the most out of their marketing investment cannot afford to rely only upon non-personalized contact. As the growing demand for trade shows reveals, face to face marketing plays a important role in selling.

The Core Selling Activities, cont'd

TRADE SHOW PLANING AND PROMOTION STAGES

■ Pre-Show Promotion

No one knows you are exhibiting until you tell them! Give them a reason to visit your exhibit. Prior to the show, the booth captain should meet with the booth staffers. They will receive specific goals and objectives in qualifying the show's attendees and identifying prospects for meetings. Here are four things to do so that you will get the most from your time at a trade show:

1. **Prepared target lists** – the lifeblood of your calling and account penetration activity. For trade shows, previous attendees and prospective attendance are of paramount importance.
2. **Review pre-registered attendees** from prior years' shows compiled from a pre-registered mailing list. A hard copy or preferably electronic format must be received with contact names, phone numbers, titles and e-mail addresses. The pre-registered lists should be received two months prior to the show. Regional sales managers should get a copy of the lists to forward onto the marketing department for our trade show blitz campaign.
3. **Use direct mail** prior to the show, along with e-mail blasts, inviting prospects to visit our exhibit to learn something new.
4. **Boost response with telemarketing** - Two weeks prior to the show, your telemarketing efforts should be focused on asking prospective clients if they will be attending the show and to ask them to stop by to enter our raffle/contest for that particular show. This will be an opportunity to create dialogue prior to the show.



PERCEPTION VS. REALITY

- 75% of attendees have a prepared agenda.
- 83% attendees have never been contacted by a sales rep.

Source: Center for Exhibition and Industry Research

(CEIR)



THE VU

PROSPECT INFORMATION

LEAD GENERATION

LEAD CAPTURE

DATA INTEGRATION

LEAD MANAGEMENT

CUSTOMER SATISFACTION

The Core Selling Activities, cont'd



If you are working the trade show, it is imperative that the trade show booth be set up the day before the show.

The booth captain will make sure that the booth will be set up and premiums such as fly swatters, stress balls, brochures and give-aways are available for our prospects. Make sure you have ample quantities based on the previous year's show activities.

TRADE SHOW PLANING AND PROMOTION STAGES , cont'd

■ At-Show

Become a sponsor to build credibility; invite key customers and prospects to pre-arranged hospitality; reward attendees for taking action—viewing a demonstration; and inform the media.

■ At-Exhibit

Complement live demonstrations; link entertainment with educational objectives; and reinforce relationships. Promotional premiums such as fly swatters, stress balls, brochures and give-aways are available for our prospects. Make sure you have ample quantities based on the previous year's show activities.

Make sure that you bring your trade show Lead Report forms (*right*) in a sufficient quantity. These forms should be neatly filled out and followed up within 48 hours of the show. Should an electronic lead retrieval machine be provided, you may use this in lieu of the lead retrieval form.

WESTERN PEST SERVICES
TRADESHOW LEAD REPORT

Name of Show: _____ Date of Show: _____
 Location of Show: _____ Show Booth #/Space: _____
 My Booth #/Space: _____
 Company (incl. SA, SVP, Inc.): _____
 My Contact Name: _____
 Address: _____
 Phone: _____
 Email: _____
 Fax: _____
 Website: _____
 My Title: _____
 My Phone: _____
 My Email: _____

Check all that apply:
 Marketing Sales Training Product Development Other: _____

How did you hear about this show?
 Personal Other: _____

What are you looking for at this show?
 New Products New Services New Suppliers New Customers Other: _____

What is your budget for this show?
 Less than \$1,000 \$1,000 - \$5,000 \$5,000 - \$10,000 More than \$10,000

What is your company's primary business?
 Residential Commercial Industrial Other: _____

What is your company's primary pest control service?
 Termite Rodent Insect Other: _____

What is your company's primary pest control product?
 Chemical Mechanical Other: _____

What is your company's primary pest control method?
 Chemical Mechanical Other: _____

- THE VU
- PROSPECT INFORMATION
- LEAD GENERATION
- LEAD CAPTURE
- DATA INTEGRATION
- LEAD MANAGEMENT
- CUSTOMER SATISFACTION



The Core Selling Activities, cont'd

TRADE SHOW PLANING AND PROMOTION STAGES , cont'd

■ Post-Show

After the show has ended, the booth captain is responsible for the breakdown of the booth. He or she is also responsible to make sure that all leads have been collected and that they are distributed to the regional sales manager and regional secretary. The regional sales manager will distribute the leads as he or she sees fit within each region. It is your responsibility as a sales rep to make sure any lead given to you is followed up *within 48 hours of the show*. The regional secretary will create a *Trade Show Lead Status Report*, required to be updated on a timely basis. It enables us to evaluate the results of a show and determine whether the outcome justified the investment in time and money.

■ The booth captain must also ensure that the exhibit is neatly put away and brought back to its original office within 24-48 hours of the show end.

"Vincent T. Fly" is a giant replica of *Phaenicia sericata* - a bottle fly, for use at trade shows and other events. It was created exclusively for Western by artist Rebecca Meah, senior model maker at the Museum of Natural History in New York. Vincent is often used to initiate discussions about the incredible disease-spreading efficiency that flies have and how, if left unchecked, a pair of bottle flies could produce a ball of maggots the size of the earth within a year!



PERCEPTION VS. REALITY

- 41% of show attendees are there for the first time.
- Avg. attendee spends 7-8 hrs. on the floor over 2-3 days.
- Avg. attendee visits 25-31 exhibits, an average of 5-15 min. per visit.
- 95% attendees saw and talked with current suppliers.
- 76% attendees asked for price quotation.
- 51% requested sales rep to call.
- 26% signed a purchase order.
- 80% show leads are never followed up.

Source: Center for Exhibition and Industry Research

(CEIR)

Summary & Discussion: *Advanced Sales Training*



1. How do you keep track of the materials in your mobile office and your home?

2. How many telemarketing calls should you have completed each week?

3. At the end of the month, how many clover-leaf calls or PNDs will you have made?

4. Why is a face-to-face meeting preferred to a telephone call or a letter?

5. Where do you record the number of prospects that you obtain at a trade show?

6. How many different postcards are there for direct mail programs?



Test Question: How many mailers (including postcards and other direct mail pieces) should you send out each day?

Notes



A large rectangular area with horizontal lines for writing notes. At the bottom of this area, there is an orange banner containing a test question and a question mark icon.

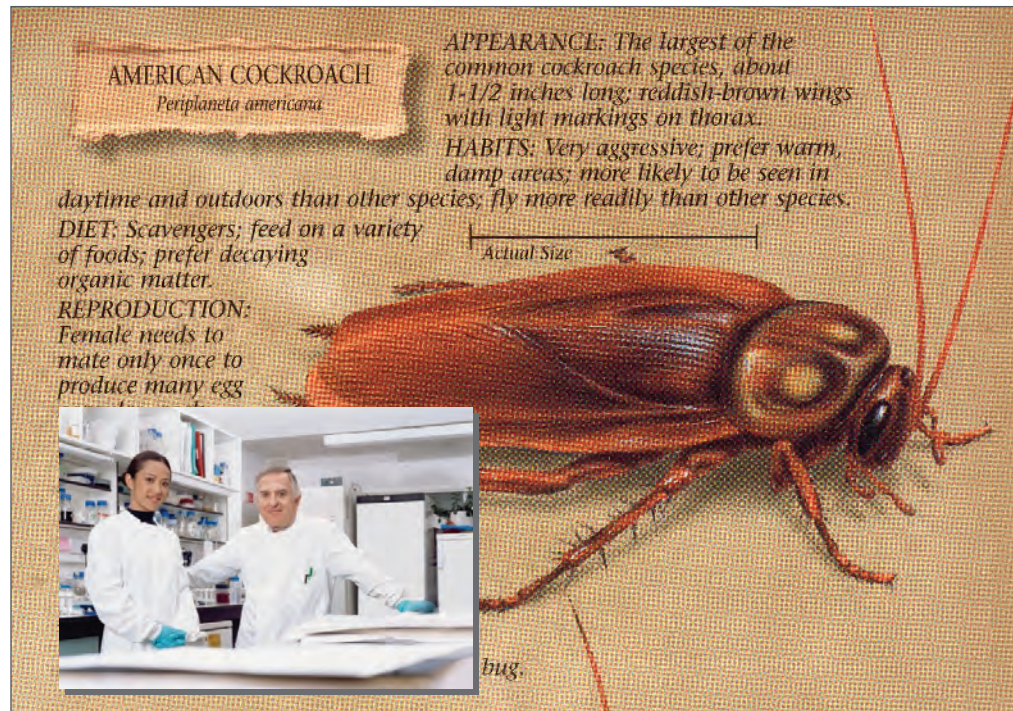
Test Question: How soon after the end of a trade show should you enter the prospect/customer data into The VU?



Knowledge Base – Western Entomologists



Western® employs full-time entomologists, who work with clients in solving unusual pest identification or treatment requirements on a daily basis. Clients are ensured of a prompt and accurate identification of all pest problems and proper treatment recommendations when required.



During surveys of clients' premises we evaluate selected areas in order to determine the nature and dimension of the threats posed by various pest groups to property, personnel, and customers. These areas include the following categories:

- Interior Regulatory
- Interior Sanitation and Quality
- Interior Pest Activity
- Exterior Rodent Control
- Exterior Sanitation and Quality
- Exterior Pest Activity

AMERICAN
ENTOMOLOGIST

THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

About Western Entomologists

The staff of entomologists on duty at Western Pest Services are part of an elite group of professionals who have contributed a considerable amount of research and development into the science of insect and arthropod (and related critters) behavior.



They are on the cutting edge of knowing how and why pests can invade homes and businesses. They devise treatment protocols that are safe and effective. They look for



the best solution for a client's environment. They are all board certified, have advanced degrees, and are active in professional societies, such as the American Board of Forensic Entomology and The Entomological Society of America (ESA).

Literature

The collage features several pieces of Orkin literature. At the top left is a large image of a fly with the text "HE'LL NEVER SEE US COMING." and the Orkin logo. To its right is a "GOLD MEDAL PROTECTION" badge with the Orkin logo and "COMMERCIAL SERVICES" text. Below these are two smaller images: one showing a spoon with a fly on it and the text "TARGET: FLIES The Intelligent Approach To Fly Control", and another showing a magnifying glass over a book titled "THE INSECT IDENTIFICATION GUIDE" with the Orkin logo. At the bottom is a larger brochure titled "10 Reasons why your facility needs a 'Second Opinion'" with numbered points and the Western Pest Services logo.



Market specific brochures and Orkin® literature give you a national presence in your market.

Generic description of Western's philosophy and the Orkin® Insect Identification Guide make good accompaniments to various proposals. Make sure you leave one of these brochures with the prospect after a meeting, with your business card attached!

- THE VU
- PROSPECT INFORMATION
- LEAD GENERATION
- LEAD CAPTURE
- DATA INTEGRATION
- LEAD MANAGEMENT
- CUSTOMER SATISFACTION

Clever brochure for reminding the prospect about the value of getting a "Second Opinion."

Literature, cont'd



After a sales call, what do you leave behind with the customer or prospect to remind him/her of what you discussed? Plan to take the right brochures with you so they will be able to quietly reinforce what you discussed when you're not there.

- THE VU
- PROSPECT INFORMATION
- LEAD GENERATION
- LEAD CAPTURE
- DATA INTEGRATION
- LEAD MANAGEMENT
- CUSTOMER SATISFACTION

Shipping and receiving *shouldn't* include pests.

With products constantly coming and going to and from all parts of the world, your facility is a prime target for pests. And you never know from where in the supply chain they're originating. That's why you need Western Pest Services. We'll make sure that if you do have pest infestations, you don't pass them along to other facilities. As part of our preventive approach, we'll inspect the perimeter of your building where rodents and other pests get in - and provide customized solutions to eliminate future infestations. All without shutting down your facility or generating downtime.

Documentation: Your Western technicians will provide you with an accurate log book that will give you such access to Material Safety Data Sheets (MSDS), sanitation guidelines, service reports and schedules, and also allow you to document any pest sightings in between services.

Highly-Skilled Technicians: Western's training program covers all indoor pest infestations as well as rodents and arthropods. But besides knowing exactly what our technicians do, we're having a positive effect on the same technician who runs your facility.

Service around your schedule: Western offers flexible service times to accommodate, let us know which days and times are best for you so we can schedule that doesn't interrupt yours.

WESTERN PEST SERVICES
Consider it done.™

What will people really *remember* about your establishment?

Good customer experiences can generate warm memories, a good reputation, and ultimately more business. But the most extraordinary experience can be ruined by the appearance of a single pest. They won't remember the lovely dinner or the impeccable service. They'll remember the pest - and they won't be back. That's why it's crucial to work with a pest control company that understands the unique issues of the hospitality industry. And it's why thousands of hotels, restaurants and clubs trust Western. It's simple, really. With Western's training program, you'll have the most highly trained and documented pest control technicians in the industry. And we're not just saying that. We're backed up by the fact that we're the only pest control company that understands the unique compliance issues within the food industry.

Documentation: Your Western technicians will provide you with an accurate log book that will give you such access to Material Safety Data Sheets (MSDS), sanitation guidelines, service reports and schedules, and also allow you to document any pest sightings in between services.

Highly-Skilled Technicians: Western's training program covers all indoor pest infestations as well as rodents and arthropods. But besides knowing exactly what our technicians do, we're having a positive effect on the same technician who runs your facility.

WESTERN PEST SERVICES
Consider it done.™

You worry about the *food*. Let us worry about the inspections.

White food-processing facilities are quite possibly the most difficult to keep pest free, the health standards and regulatory inspections are among the toughest. Which is why so many companies have chosen Western. We have the specialists, the protocols and the experience necessary to keep you in compliance. So worry about everything else. Because when it comes to pest control, you can't consider it done.™

Proactive Approach: Western will help you identify critical control points in conjunction with your HACCP needs. Focus on prevention and keep your employees up-to-date with the latest industry specific data.

Documentation: Your on-site Quality Assurance Log Book will give you quick access to Material Safety Data Sheets (MSDS), sanitation guidelines, service reports and schedules and allow you to document any pest sightings in between services.

Highly-Skilled Technicians: Not only do we employ the most highly trained and documented technicians in the field, we also have the most rigorous pest management and sanitation, as well as HACCP, and other regulatory and non-regulatory inspections.

WESTERN PEST SERVICES
Consider it done.™

What's *really* going into your products?

In your industry, quality control is an issue at every level. Your raw materials, your production line, your end products, your packaging, your employees - they all need to meet rigorous standards. With products constantly coming in and out of your plant, controlling pests is a challenge to say the least. And stopping production because of a pest problem is not an option. That's why you need Western Pest Services. We understand the importance of quality control. In fact, we set the standard for it in our industry. So you can be sure you've covered the standards on your terms.

Proactive Responsibility • Qualified People
Measurable Standards • National Reach • Customized Solutions
Responsive Communication • Advanced Technology

WESTERN PEST SERVICES
Consider it done.™

What's *really* going into your products?

Free Emergency Service: Emergencies happen, and when they do, it's usually at the most inopportune times. Don't panic. Western offers free emergency service. All calls received before 10:00 AM are handled that same day. Call us between 10:00 AM and 10:00 PM, and we'll send a technician out to you by the end of the next business day.

Guarantee: At Western, we stand behind our work 100%. If for any reason, you're not satisfied with our service, it's free. If you don't meet your industry's pest control regulations, we'll take the time to ensure you do. Our Proactive Performance Guarantee is designed to prevent our clients with a measure of assurance and peace of mind that is unparalleled in the pest control industry.

Quality Assurance: We set only the highest standards in the industry and have an internal quality control team that consistently monitors these standards. Plus, we provide regular quality control reports, service schedules, paperwork, in-service education and quarterly training to help you stay on top.

Also, ask about our Pesticide Management and Disposal for all your manufacturing and control needs.

WESTERN PEST SERVICES
Consider it done.™

Test Question: What is the advantage in carrying both vertical and generic brochures with you on a sales call? Hint: Think "market coverage."

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Literature, cont'd



Consider It Done™

This award-winning program of collateral materials provides you with specific, targeted sales literature for each of these vertical market segments, based upon Western Pest customers:

- Education
- Food processing
- Healthcare
- Hospitality
- Manufacturing (non food)
- Property management
- Retail/small business
- Warehousing
- General business

How to *eliminate* non-paying tenants.

In property management, you deal with two kinds of tenants: Human. And otherwise. While we're happy leaving the former to you, we're confident that you'll be happy leaving the latter to us. Here at Western, we have the specialists, the programs and the experience to keep your



Reduced Risk
We utilize the most effective methods available to prevent and eliminate pest problems in your facility. The industry term is Integrated Pest Management (IPM). That's not a piece of mind.

Full Service Capabilities
Both in the PMSC program on the roof, here in the basement, whatever the area - and where ever there's hiding - we treat the problem to get them out. And keep them out.

Documentation
Your on-site Log Book will give you quick access to Western Safety Data Sheets (MSDS), operation guidelines, service reports and schedules and allow you to document any pest sightings in between services.

24-Hour Response

Small does *not* mean unimportant.

Perhaps you're not publicly traded. Maybe you don't have a thousand employees. But we know that to you, your business is the most important one in the world. And we think you should be treated that way. When you work with Western, you'll get the same customized service, attention to detail, expertise and experience we give the rest of our



Reduced Risk
We utilize the most effective methods available to prevent and eliminate pest problems in your facility. The term is Integrated Pest Management (IPM). That's not a piece of mind.

Full Service Capabilities
You have to make inventory. Do payroll. And sometimes in between that there's your business. You don't have time to worry about pests. Here at Western we'll take care of any pest problem so you can get on with your business. We'll even handle any pest sightings in between services.

Family Owned
Western is one of the largest family owned and operated pest service companies in the country. So while we can utilize the very best in pest control, we do it while maintaining the same values and work ethic that you expect from them.

24-Hour Response

We know you have *high standards*. We wrote some of them.

We know education. So much so, in fact, that we helped develop the Integrated Pest Management standards for hundreds of school systems. And when you're trying to keep disease-infected pests away from a resource as precious as our children, it's important to know exactly what you're doing. Perhaps that's why we're the trusted choice for so many educational institutions. After all, when you carry such a great responsibility, it's nice to be able to just consider it done.*



Reduced Risk
The health and safety of your children and staff is our priority. So we carefully consider the alternatives before addressing the situation. Our parents have a "right-to-know" what their methods are, and we can help with any community relations needs you might have.


Educational Programs
We don't need to tell you about the power of education. Western provides on-site training programs for you and your staff. So you can prevent those pests from coming back - that's what we're in business for.

Highly Skilled Technicians
Not only do we employ the most

24-Hour Response

We have an *image* to uphold. Yours.

In the healthcare industry, pest problems can quickly become pest disasters. It's not just a matter of bad publicity - licenses can be revoked and funding can be pulled. Here at Western, we understand the unique issues facing your industry. And our Healthcare-specific IPM system has helped thousands of health-



Superior Standards
With Western, you're prepared to meet all the State and Federal regulations, always because our standards exceed them. And we can prove it.

Highly Recommended
Western is cited in partnership with numerous healthcare facilities and associations along the Eastern Seaboard.

On-Site Training
At Western, we believe that the best way to eliminate pests from your facility is to prevent them in the first place. That's why we provide on-site training and preventative tips to make this endeavor for your facility a little more difficult.

Documentation
Your on-site Log Book will give you quick access to Western Safety Data Sheets (MSDS), operation guidelines, service reports and schedules and allow you to document any pest sightings in between services.

24-Hour Response



Pest Free Western 01/10/06 *Pest Free Western 02/01/06*

Pest Free Western 05/10/06 *Pest Free Western 01/15/06*

- THE VU
- PROSPECT INFORMATION
- LEAD GENERATION
- LEAD CAPTURE
- DATA INTEGRATION
- LEAD MANAGEMENT
- CUSTOMER SATISFACTION

Media, Editorials and Publicity



Found a good article that a customer or prospect might like? Reprints like the one at right from the August 2004 edition of PCT magazine, provide an excellent example of a topical subject that can spark an occasion to speak with selected prospects.

■ RELEVANT ARTICLES

Keeping a sharp eye out for articles that have a direct bearing upon the interest of a key account is not only good for business, it's a great way to strengthen your own relationship with the account. When you use a story about fly problems, for example, that appears in a major trade publication or business journal, it enhances your own credentials and provides an opportunity for you to teach your client about the methods that Western uses to combat flies. Or, you can use an article about a high profile account, together with a testimonial from that account, to demonstrate your credentials to a prospective customer.

■ PUBLIC RELATIONS

Publicity can also help create awareness of Western's capabilities, build confidence in your target market, and keep influential industry people apprised of new products/services and company developments. When buyers read about a favorable company or product review in a popular magazine, or see the Western name in a newspaper article, they feel a certain kind of confidence that the product or company is credible and delivers a quality service. According to author, Regis McKenna, "The press can ease customer fears and make them feel more secure. . . In new and fast-growing industries, journalists can play the role of evangelists."*



THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

PCT THE INDUSTRY'S NEWS AND RESOURCE CENTER

Entire Site Search Tips

MAGAZINE RESOURCES NEWS EVENTS COMMUNITY YOUR BUSINESS

PCT Online » News »

Western Pest Services Selected For 2003 New Jersey's Finest Awards

7/14/2003

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PARSIPPANY, N.J. — Western Pest Services has been selected as a winner of the 2003 New Jersey's Finest Award. The awards program, started in 1989 by NJBiz, a leading business publication in New Jersey, honors the state's privately held companies.

Each year a "blue ribbon" panel of judges evaluates hundreds of nominations and selects 25 companies that are deemed extraordinarily successful. The award criteria considers a variety of business achievements including revenue increases, the attainment of special goals, challenges overcome, employment growth, community involvement and a firm's relationship to the overall economy of New Jersey.

Western Pest Services is the first professional pest management firm to be recognized as one of New Jersey's Finest. Western will be profiled in the September issue of NJBiz, and will be honored at that time with the other 2003 winners at a dinner that will celebrate their achievements.

*Source: *Power Marketing for Small Business*, by Jody Horner

Internet

■ WESTERN PEST SERVICES - COMMERCIAL DIVISION INTERNET

Each day www.westernpest.com provides valuable information for customers, prospects, and Western representatives like you. Prospects can request a free consultation, a customer can learn more about some of the trade groups that Western is active in, and you can find quick access to some of the key service ingredients that make Western unique. Whatever the reason, the Commercial Division address, www.westernpest.com, is a source for critical information about all things related to pests, and a valuable addition to your sales tools.



WesternPest.com

Where do the inquiries go that come from the contact forms on the Western website? Into the VU where they are evaluated and distributed to the field.



- THE VU**
- PROSPECT INFORMATION
- LEAD GENERATION
- LEAD CAPTURE
- DATA INTEGRATION
- LEAD MANAGEMENT
- CUSTOMER SATISFACTION

Proposals



Listening Skills: "Reflective Listening"

Reflective listening stimulates both the speaker and the listener and keep both communicators fully involved in the conversation. It requires us to first do some mental work to understand what the speaker is saying. Then we feed our understanding back to the speaker. This shows the speaker we've heard and understood, encouraging him/her to continue, and gives us feedback on how well we've understood.

Kris Cole
Clear Communication

THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

"One of the best ways to convince others is with your ears – listen to them." *Dean Rusk*

■ OBTAINING RELEVANT INFORMATION FROM PROSPECTS

The final step in the sales pitch is the development and presentation of the proposal – the document which addresses the prospect's needs and wants and spells out in detail how you will satisfy them. You have explained how Western's systems have helped thousands of facilities maintain the reputation of professionalism and excellence they have worked so hard to achieve. You have already had several meetings with the members of the Buying Matrix. But you must now demonstrate how well you have listened to them. How well do you understand the unique issues facing the prospect's business and industry?

■ THE LAW OF UNEXPECTED PHENOMENA

Sometimes things happen that you don't expect. In fact, there is a direct relationship between time and change to the status quo. The Law of Unexpected Phenomena states that *the longer the interval of time between events, the greater the likelihood that the original conditions have been affected by a new environment.* How much time has elapsed since you first contacted the prospect and your presentation of the proposal? Are conditions still the same as when you first did the inspection and asked the prospect some carefully considered questions?

March 2006						
S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

March 2006						
S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

REMEMBER: Your marketplace is always in a "dynamic equilibrium," where nothing stays the same. That's why it is critically important to have that one last conversation with your prospect, face-to-face, BEFORE you hand him/her your proposal.

In the **Executive Summary** you address the issues that the prospect originally discussed with you. *Did you add too many extra items that could dilute your proposal's main point, and might convey to the prospect that you weren't paying any attention to what s/he said in the first place?* Offering a 24-hour response, setting higher standards, and providing entomologist recommendations may be excellent features, but may not be relevant to the prospect. Remember: You want to bring them back to the emotional level that they were in originally. Stay focused on what s/he requires.

In your **Verbal Executive Summary**, however, be sure to concentrate on how you will approach each of the specific items mentioned by your prospect during your first meeting. Then, review each of the additional considerations listed on the next page. Be sure to ask the most important question first: "Has anything changed since the last time we met?" And be prepared for new information and how you will answer it.

Continued next page

Proposals, cont'd

TIPS TO CONSIDER BEFORE YOU PRESENT THE PROPOSAL

1. Ask "Has anything changed since the last time we met?"
2. Recall the 3-5 reasons that s/he would even consider a change the last time we met.
3. Reconfirm the service commitment date.
4. Ask, "Mr. [Jones], we've discussed the service schedule and features, how does the proposal look so far?"
5. Ask "Have I included everything you expected?"
6. Ask "What do you like about it?"
7. Ask "What concerns do you have about Western/me?"
8. State "All I need is for you to sign at the bottom."
9. State "OK this on the bottom and we can get started."
10. Remember: Sell the benefits = what it does for them.
11. Remember: Features = what it is.
12. Review the Guarantee page.
13. Utilize our reference book. Sell references and show the testimonials. Our client list reads like a WHO's WHO of business.
14. Review the depth of our organizational chart and how it gives them value.
15. Discuss our QC Department (see pp. 72-3) and the value it delivers.
16. Ask "How does this compare to what you are currently receiving from your PCO?"
17. Use the Log Book testimonials.
18. Utilize the proposal as selling tool – not a formality.
19. Remember: the proposal shows your own/individual level of uniqueness.
20. Remember: We sales people also come with the deal.



Jargon Translator
Use these questions or comments to help prospects speak plain English:

- I'm sorry, you lost me.
- What does that mean?
- Why is that number significant?
- What does that refer to?
- What does that abbreviation stand for?
- I'm not familiar with that term.

Don't be intimidated by jargon. Keep asking questions if you're interested in understanding what the person is trying to tell you.

Kris Kole
Clear Communication

RISK ASSESSMENT & EVALUATION OF PREMISES

During the inspection of the prospect's premises you evaluated selected areas in order to determine the nature and dimension of the threats posed by various pest groups to property, personnel, and customers. Ultimately, you determined the level of risk that the prospect faces, and developed a plan that included just how you were going to address each category of risk, utilizing Western's resources and expertise. This is an important component of the proposal because the information is based upon a scientific analysis and evaluation of conditions. These areas include the following categories:

- Interior Regulatory
- Interior Sanitation and Quality
- Interior Pest Activity
- Exterior Rodent Control
- Exterior Sanitation and Quality
- Exterior Pest Activity



THE VU

PROSPECT INFORMATION

LEAD GENERATION

LEAD CAPTURE

DATA INTEGRATION

LEAD MANAGEMENT

CUSTOMER SATISFACTION

Test Question: How can you stop a series of fact-finding questions from becoming an interrogation?

Ans. Make a short summary of each answer before going on.



Proposals, cont'd



■ **PROPOSAL GENERATION** – At minimum, each rep should be generating one new monthly contract proposal per day. This will vary by territory, size of average dollars proposed and sold and overall closing percentages. We have found that 20 is the minimum goal. Period.

Formula: For minimum number of proposals required per month to meet personal and company goals:

$$\text{A. } \frac{\text{Quota}}{\text{Average dollars sold}} = \text{Number of sold proposals needed per month to meet quota}$$

$$\text{B. } \frac{\text{Number of sold proposals needed}}{\text{Closing percentage}} = \text{Overall proposals required}$$

Example:

Company average dollars sold is \$150
Closing percentage is roughly 40%
Average quota is \$1400

Formula

A. \$1400 quota / \$150 average dollars sold = 9 sold proposals

B. 9 sold proposals / 40% closing = 23 proposals needed per month

Please note: As part of the overall mix of proposals, it is critical that you generate a minimum of four major account proposals each month.

By definition, a major account proposal is defined as it relates to the category or size of the Western office:

- AA Office- > \$750.00/mo.
- A Office- > \$500.00/mo.
- B Office- > \$350.00/mo.
- C Office- > \$250.00/mo.

Your sales manager or branch manager will be happy to advise you on your branch's designated category.

THE VU

PROSPECT
INFORMATION

LEAD
GENERATION

LEAD
CAPTURE

DATA
INTEGRATION

LEAD
MANAGEMENT

CUSTOMER
SATISFACTION

■ **BIRDS** – Generate one bird proposal per week. Western® is in an enviable position in that we offer sophisticated solutions to structural bird problems throughout our operating area. By remaining aware of the presence of pest birds that may be loafing or nesting in or on buildings, we can frequently use this information as an entrée to calling on a prospect. Most of our competition cannot offer these types of solutions. We've got a competitive edge that could open doors to the prospect's regular contract pest management business.



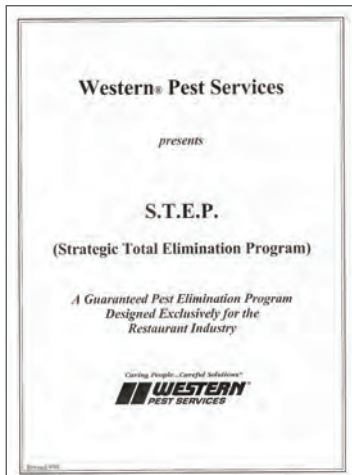
Test Question: If your own closing percentage is only 33%, how many more proposals would you have to prepare in order to reach your monthly quota?

Proposals, cont'd

■ **PROPOSAL EXAMPLES** – Your proposal is usually the final, tangible element in your sales pitch. It must summarize all that you have promised to the members of the Buying Matrix (p. 16), and spell out what the benefits are.



IPM Specifications are mandated by the EPA, to reduce human exposure to pesticides. These documents are useful guidelines for demonstrating to prospects how Western exceeds minimum federal requirements.



Your service objective becomes a "search and destroy" mission when you are aiming for total pest elimination. The nine components for the S.T.E.P. include:

1. Inspection report and recommendation
2. Program specifications
3. General terms and guarantees
4. STEP guarantee
5. Service schedule
6. Program fee schedule and agreement
7. Western® Guarantee
8. IPM philosophy
9. Treatment strategies

- THE VU**
- PROSPECT INFORMATION
- LEAD GENERATION
- LEAD CAPTURE
- DATA INTEGRATION
- LEAD MANAGEMENT
- CUSTOMER SATISFACTION

Log Books and Quality Assurance

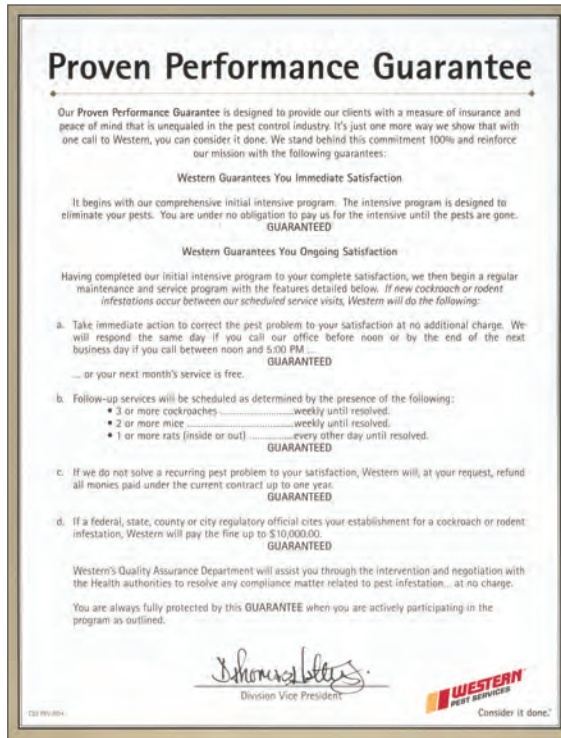
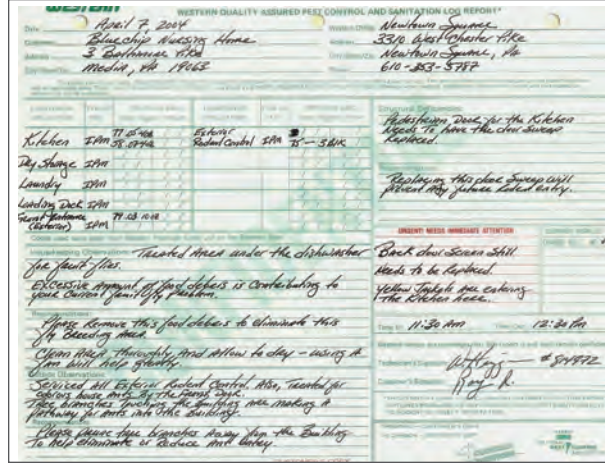


Log Book, right, with Pest and Sanitation Log Report, demonstrates meticulous record-keeping and a dedication to details.

QA Service Ticket, far right, confirms how our service technicians record their observations and response.

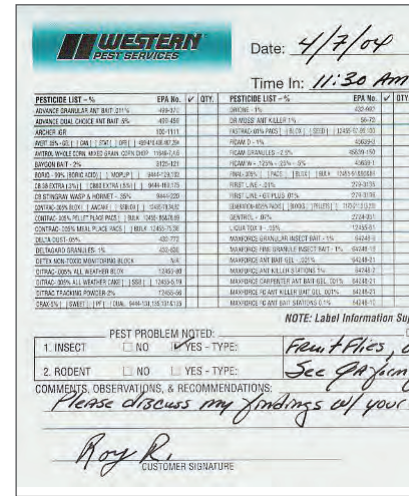
- THE VU**
- PROSPECT INFORMATION**
- LEAD GENERATION**
- LEAD CAPTURE**
- DATA INTEGRATION**
- LEAD MANAGEMENT**
- CUSTOMER SATISFACTION**

■ **QUALITY CONTROL** – What have you promised and what can you deliver? These books can help you describe the program to help prospects keep expected results in perspective.



Western's Proven Performance Guarantee, above, is one of the most powerful statements of the company's capabilities. Looking for a guarantee of this caliber in ANY industry is virtually impossible.

Good Housekeeping Standards, right, address both the exterior and interior areas of a business to ensure a thorough approach to treatment.



Quality Assurance - Rodent Control & Audits

RODENT CONTROL GUIDELINES



The key issue to remember in using rodent control in the first place is to monitor for rodent activity in our accounts and to provide immediate control for rodents entering a structure. There are drawbacks, however, in our use of rodent control equipment. First, the use of rodent control equipment adds time to our service (which increases our price in an ever price conscious market). Second, our rodent control equipment reflects the work we do in an account, which can be a positive, or a negative situation.

In between our services, our traps are open for inspection by our customer, the customer's inspectors, and our competition. If they find poorly maintained equipment, they naturally assume the rest of our service is poor. Also, if we have too little equipment, we become vulnera-

ble to our competition especially if a problem exists. Shoddy rodent control work is by far the fastest way to lose an account. On the other hand, our equipment is an integral part of our IPM programs and our proactive approach to service. As long as we adhere to this philosophy, we must use rodent control equipment in our accounts.

SELLING PROCESS/PRE-SERVICE

The selling process is the most crucial step in determining the rodent control requirements in an account. Do we need an intensive or not? What type of equipment is needed? Where should the equipment be placed? During the selling process we need to determine what type of account it is, the severity of any rodent problems and if the customer has any special needs or requirements (AIB, USDA, etc.).

All these issues need to be documented on the R-122 and reviewed with the supervisor before any new start. It is important that the R-122 be as specific as possible since this will only ensure that a proper set up will be performed. The following items need to be discussed with the client and reviewed with the supervisor.

1. ID what type of account you are dealing with and determine the rodent control needs. Is the account A.I.B. Food Processor, USDA, Non food related...etc?

2. Determine the current and past rodent pressures in that account. Do they need an intensive and if so what type of an intensive do they need?

WESTERN QUALITY ASSURANCE AUDIT	
Date	
Customer's Name	Gold Flag (741-785) Unsatisfactory (888-781)
Account Number	Weekly (88) 740 Red Flag (88) 8 & below
Address	Western Office Technician
Western	QA Total Score
1x/week	2x/week
Actual Service Times	Weekly
Actual Service Times	Other Amt. Service
A. CUSTOMER EXPERIENCE (Office Audit Only - 200 Pts.) % Overall Contact Name: _____ Mean Score Per Section: _____ Title: _____ 1. In Western meeting your expectations? (40) 2. How would you rate our service over all? (40) 3. What is one thing we could do better? (40) 4. Rate how our Western team communicates with you. (Scale scoring 1-5) (40) 5. Western experience been positive? (40) 6. Would you recommend Western? (40)	
B. COMMUNICATION/DOCUMENTATION (150 Total Pts.) % Overall Total Points: _____ Mean Score Per Section: _____ 1. Is the Western signage up to date? (30) 2. Technician documenting observations? (30) 3. Technician documenting recommendations? (30) 4. Technician documenting service summary? (30) 5. Is our documentation legible and concise? (30)	
C. RODENT INSPECTION (150 Total Pts.) % Overall Total Points: _____ Mean Score Per Section: _____ 1. Is the account free of rodents/sign? (30) 2. Areas with rodent activity treated and identified? (30) 3. Rodent equipment adequate and appropriate? (30) 4. Rodent equipment properly installed and maintained? (30) 5. Rodent traps being used properly? (30)	
D. SANITATION INSPECTION (100 Total Pts.) % Overall Total Points: _____ Mean Score Per Section: _____ 1. Is the account clean free? (20) a. Total Score (40) - 88 88 (20) b. Number Traps - 1 2 3 (20) 2. Is our treatment adequate? (20) 3. Monitor traps and record properly? (20) 4. Are traps properly maintained? (20) 5. Control measures properly applied & maintained? (20)	
E. AVE INSPECTION (80 Total Pts.) % Overall Total Points: _____ Mean Score Per Section: _____ 1. Is the account with free? (20) 2. Is this a recent problem or a chronic one? (20) 3. Is the technician properly identifying the species? (20) 4. Is the technician using an IPM strategy? (20)	
F. FIX INSPECTION (70 Total Pts.) % Overall Total Points: _____ Mean Score Per Section: _____ 1. Any public or sensitive areas fix free? (10) 2. Are non-public or non-sensitive areas fix free? (10) 3. Is the technician identifying the fix species correctly? (10) 4. Are all breeding sites being identified? (10) 5. Is the technician using an IPM treatment strategy? (10) 6. Are fix items maintained properly? (10) 7. Freshness appear properly? (10)	
G. SERVICE REVIEW (60 Total Pts.) % Overall Total Points: _____ Mean Score Per Section: _____ 1. Does the account need an upgrade? (20) 2. Does Supervisor exceed the correct account contact? (20) 3. Does the account fit in the problem job book? (20) 4. Are we updating our performance quarterly? (20)	
Customer Experience Score: _____ % Overall Manager/Supervisor Score: _____ % Overall Supervisor/Technician Score: _____ % Overall Total of All Scores: _____ % Overall	
Response Due By: _____	
FOLLOW UP PREPARED: Tech _____ Supervisor _____ Date _____ Mo. _____ Yr. _____	
Overall Comments/Recommendations: _____	
Suggested Training: _____	
Auditor's Signature: _____ Supervisor's Signature: _____	



Analyzing the needs and requirements of the client is a critical step in preparing an effective proposal. Take time to speak with a technician to learn some of the considerations s/he must face in order to address various environmental and regulatory issues.

Audits reinforce Western's commitment to safeguarding a client's reputation. They are one of the most important details we offer, especially when working in a regulatory environment.

THE VU

PROSPECT INFORMATION

LEAD GENERATION

LEAD CAPTURE

DATA INTEGRATION

LEAD MANAGEMENT

CUSTOMER SATISFACTION

Quality Assurance Program: Complaints & Problems



"Opportunities are usually disguised as hard work."

Erma Bombeck

COMPLAINTS

Some see complaints as a problem or a dead end. If you're shrewd, you'll see them as an opportunity to demonstrate how Western responds when there is a problem. If you treat the customer with respect, take the problem seriously, and resolve it to the best of your ability, you will probably have that customer's business for life.

REMEMBER:

Always discuss how Western addresses unexpected issues or situations with clients **BEFORE** they occur. And don't be afraid to show a client Western's procedure for addressing complaints before they turn into major problems.

HANDLING ACCOUNTS WITH PROBLEMS

The following procedure must be followed when a customer complains or a problem occurs during service.

1. CSR contacts the technician and sends them to the account according to our Performance Guarantee. If the problem is found during regular service even if a rodent was caught in one of our interior traps, the technician must call the CSR in order to log this in the Problem Job Book and stay at the account to work on the problem.

2. When the technician arrives or when he is already at the account, the first step is to see our contact and gather information about the problem. Then:

- Inspect the area where the problem is located
- Interview people in that area to get further insight into the situation
- Perform a treatment that must include:
 - A minimum of 6-12 pieces of rodent control in a 20' radius (if mice, 50' for rats).
 - Do a 3-D inspection of all areas (ceilings, rooms near by, pallets, etc.)
 - If any structural or sanitary conditions exist that are causing the problem, document this and address this with contact.

3. Once the treatment is performed, the technician must report back to the contact and review with him what was done. A follow-up service must be then scheduled or arranged within five working days or as the Performance Guarantee states. We need to make sure our contact knows we are coming back to solve their problem. It is important that we let our contact know that we are taking his pest problems serious and that we are committed to keeping the account pest free. How we act when a client has a problem is the most important thing we can do to keep a customer satisfied and preventing him/her from looking elsewhere.

Note: On all accounts over \$300.00 or with severe problems, the supervisor should be involved from the start. Regional entomologists should be involved in any top 20 accounts or sensitive accounts with problems.

4. During the first follow-up, again the technician must check in with the contact first and let him know that we are there to do a follow-up inspection. The purpose of the inspection is to make sure the problem has not spread and that the first treatment worked. If additional rodents are found then we must expand our treatment area to at least a 40' radius (think 3-D) and a minimum of 12 extra pieces of rodent control put out (along with baits and/or tracking powder, if possible (double equipment and radius for rats). A second follow-up needs to be scheduled as above. If no other problems are noted, then the extra equipment should be left for one month and checked during regular service. It can be removed after that.

5. If problems are found during the second visit, a third visit needs to be scheduled and a supervisor must accompany the technician during that service. During the third visit, the supervisor must establish a strategy on how to control the problem as quickly as possible.

This strategy must be reviewed with the contact and then the servicing technician must be committed to the plan.

Remember that the key to keeping customers is how quickly and effectively we solve their problems. Communicating our progress with our contacts only reinforces our commitment to them. This must be our goal.

Resources

FORM REQUISITIONS AND LOGISTICS

With a little bit of planning you will always be prepared for emergency presentations, direct mail programs, and correspondence with clients. This form requisition (*below*) will help you remember what is available and how the materials are packaged. *Discuss your needs with your sales manager who will help you process your request and ensure its prompt fulfillment.*



There is nothing more frustrating than running out of a needed sales brochure.

Always check the inventory of these materials and be sure to keep the right ones in your car. Having a good supply at your office when you need one for a customer in the field helps no one.

WESTERN FORMS REQUISITION
 NO. 9505
 IF MAILING, MAKE PHOTOCOPY FOR YOUR RECORDS
 TO: GARDEN STATE BUSINESS FORMS
 18 PASADENA AVE - UNIT #2
 FAIRFIELD, NJ 07004-3813
 TELEPHONE 973-808-0209 FAX 973-808-0544

NOTE: ORDER BY NO. OF PACKAGES

NO.	DESCRIPTION	NO.	DESCRIPTION	NO.	DESCRIPTION
1	...	101	...	201	...
2	...	102	...	202	...
3	...	103	...	203	...
4	...	104	...	204	...
5	...	105	...	205	...
6	...	106	...	206	...
7	...	107	...	207	...
8	...	108	...	208	...
9	...	109	...	209	...
10	...	110	...	210	...
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12	...	112	...	212	...
13	...	113	...	213	...
14	...	114	...	214	...
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96	...	196	...	296	...
97	...	197	...	297	...
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99	...	199	...	299	...
100	...	200	...	300	...

MOST FREQUENTLY REQUESTED LITERATURE:

Form No.	Description
C15	Target Fly Brochure
C16	Commercial Pest Fly Brochure
C17	Fly Brochure
C20	Charlie Brown Srv. Rep.
C24	Good Housekeeping Standards
C25	Proven Performance Guarantee
C30	Condo/Apt. Total Solutions Brochure
C31	Second Opinion Brochure
C50	Pest Control Rep. (Super Gen'l)
C55	Bird Problems Insert
C60	Account/Contract Change Card
C75	School Brochure
C76	IPM Specs Schools
C80	Health Care Brochure
C81	IPM Specs Health Care
C85	General IPM Specs
C90	Food Care Brochure
C102	10 Pt. Pest Excl. Inspection Report
C105	Suspension and Cancellation of Service
C106	Cancellation Notice
C107	Suspension of Service
C115	Bird Brochure
C120	Bird Service Proposal
C130	Pest Control Serv. Line Info Sheet
C131	Pest Excl. Inspection Report
C200	Commercial Q.C. Card - Imprint
C 205	IPM Device Marker
C210	Rodent Control Sign
C250	Trust Your Pest Problems (Sell Sheet)
C255	Farms/Brochure Folder
C256	Healthcare Sell Sheet
CR125	Pest Control Service Request (NJ)

BINDERS, FOLDERS & PROPOSALS

Form No.	Description
C&S	Pest Sight Log Cover & Spine
G175	Sales File Folder
PC	Proposal Cover
PB	Proposal Back
R17	Pest Elimination Log Book
R18	QA Index
R18A	QA Contents

Form No. Description

R18B	QA Binder
R18C	QA Chemical List

LETTERHEAD & ENVELOPES

Description
Mission Statement Letter
WPS Color Letterhead (Imprint)
WPS Color Envelopes (Imprint)

Summary & Discussion: *Sales Tools*



1. What are the nine vertical markets that comprise the *Consider It Done* program?

2. Why is it important to talk to prospects about the Western entomologists?

3. What are the 10 reasons why a facility might need a Second Opinion?

4. Why does the "Good Housekeeping Standards" card include both interior and exterior pest management guidelines?

Discussion topics:

Sometimes Proposals contain a lot of extra materials to make it look more important. How do you think customers evaluate Proposals. Do they only look at the price? Do they compare the content of your Proposal vs. a competitor's version? What do you think is the single most important ingredient to a Proposal?

- THE VU**
- PROSPECT INFORMATION
- LEAD GENERATION
- LEAD CAPTURE
- DATA INTEGRATION
- LEAD MANAGEMENT
- CUSTOMER SATISFACTION



Test Question: When ordering sales literature, where can you learn how many pieces there are in a package?

Measurement & Tracking, cont'd

■ TRADE SHOW SALES ACTIVITY LOG

One of the best ways we get business is through participating in planned trade shows in our markets. We invest a lot of time and money in trade shows and it is very important that we monitor our sales for each show to justify participation in the show in the future. The Trade Show Sales Activity Log is our way of measuring a show's performance. This report is usually distributed to you from the regional secretary and has all of the leads from the show. It is your responsibility to make sure we accurately track what results we get from certain shows.

Western Pest Services Trade Show Sales Activity Log

Name of Trade Show: _____ Report Date: _____

Trade Show Dates: _____

Attendees: _____

Notes Code Guide*

1 - Not Contact

2 - Going for survey

3 - Surveying/Confirmation

4 - Proposing

5 - Pending

6 - Sold

Company	Contact Name	City/State	Assigned Rep	Proposed Y/N	Sold Y/N	\$ Value	Status Code*

WESTERN PEST SERVICES **The Vu**

Prospects By Region/ User/SOURCE

Region/Full Name Initial Code	Source	Count
16		23585
Reporting		2070
ACT		49
CLIENT9905		46
DAB		1046
DAB/Mail		47
BAG-TM		896
LE		1
Nursing		2
Nursing		503
Art		113
DAB		226
DAB/Mail		359
BAG-TM		8
Nursing		44
Nursing		1740
ACT		2
CLIENT9905		367
DAB		818
DAB/Mail		1802
BAG-TM		235
LE		2
Nursing		1
Seed		1

THE VU

PROSPECT INFORMATION

LEAD GENERATION

LEAD CAPTURE

DATA INTEGRATION

LEAD MANAGEMENT

CUSTOMER SATISFACTION

Trade Show Tracking at The VU

As customer records and newly purchased data are cleansed and loaded into the database, The Vu serves as a complete and comprehensive marketing and management tool for gauging the effectiveness of marketing programs and ROI.



An immediate value of this core foundation is that leads, generated by any medium that allows integration of the data into the repository, can be e-mailed or faxed directly to the appropriate sales representative based on their specific territory as defined by industry knowledge and zip codes. With data integration and lead assignment in place, Western has access to real time reporting, available 24/7, which can be expanded to provide a platform for lead follow-up reporting on-line.

The VU also captures and distributes leads acquired at the twenty yearly trade shows that Western participates in. The application supports the capture of leads automatically, daily, or at the conclusion of each show. Timed e-mail and/or fax acknowledgments allow Western to remain top of [the prospect's] mind.

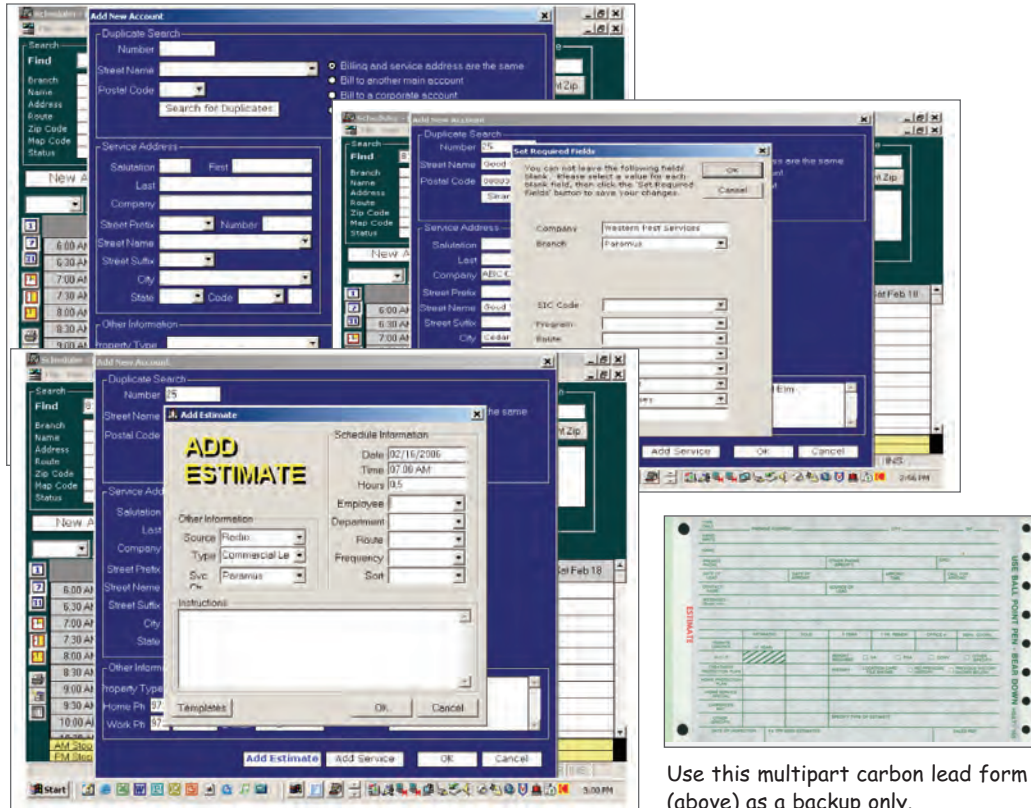
Measurement & Tracking, cont'd

OFFICE LEAD FORM

When commercial prospects call our office to solicit price quotations and/or a proposal for account locations in your territory, a Lead Form (see below), or entry into The VU tracking system will be used. In general, all such leads should be acknowledged by the sales rep in whose territory the account is located within one hour of their receipt by the local Western® office.



While you were out . . . the phone rang and a prospective client wanted to meet with you!

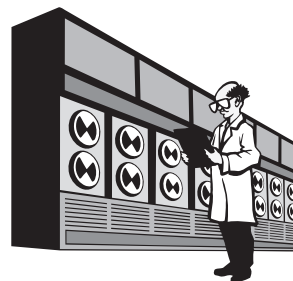


All databases should be sent to the regional secretary on a quarterly basis. Each of the databases will initially need to be converted into Excel® for ease in data transfer.

Use this multipart carbon lead form (above) as a backup only.

The client contact's call must be acknowledged to establish a convenient time for the initial interview and resulting inspection work. Normally, this lag time shouldn't extend beyond three days unless otherwise dictated by the client contact. Turnaround and completion of appropriate paperwork to include a proposal, R-122 and related documents should not extend beyond three days.

BACK UP OF DATA FILES – Contact profiles should reflect current and planned future activity for developing client prospects. Computer technology, however, may be subject to electronic surges from storms or other, unpredictable sources, which can erase critical customer data. Therefore, we recommend that this information be updated while telemarketing or sending direct mail pieces. To protect the integrity of the accumulated information, it must be backed up at minimum of once per week.



THE VU

PROSPECT INFORMATION

LEAD GENERATION

LEAD CAPTURE

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LEAD MANAGEMENT

CUSTOMER SATISFACTION

A Final Word: Western & You

Almost ten years ago, a television ad for Apple Computer proclaimed “The people who are crazy enough to think they can change the world are the ones who do.” In actuality, they were learning how to adapt to change and continue their remarkable growth in design and technology.

Regardless of how big or small we are, we **MUST** learn to adapt to change or face extinction. Names like ITT, RCA, American Motors, and Chemical Bank are just a few of the companies who could not adjust to a changing environment. But how we adapt to change while making the journey through our career is an important ingredient to success. When we fail to plan, we plan to fail.

During the last 78 years we have learned to remain responsive to customers’ needs. And the T&TM program is designed to provide you, the commercial sales rep, with the best tools, technology, and opportunities for success. By taking ownership in your territory and demonstrating initiative, you can contribute directly to continued growth, profitability and a sense of purpose.

When you engage in these activities in a professional manner, it will reflect favorably on the entire organization. This will include being on time for appointments, communicating effectively with your office team and management support system and always presenting yourself professionally and in appropriate business attire. There is *NEVER* a substitute for professionalism.

Western, meanwhile, will equip you with an extraordinary array of resources. You will be in business for yourself but not by yourself. Each of the positions at Western is designed to complement each other and to promote an atmosphere of team unity within the branch, region and the organization. In turn, this will make Western® Pest Services the premier Pest Management firm in the market place.

Though we realize that we are in the service business and people are our driving force, we want you to be *you*. We have found that this brings out your style, creative individuality, and structure to your success. Having the ability to step out of the box will always make you successful.

If at any time, you have suggestions on how to improve this **T&TM** program, we would welcome your input. Please remember that winners **W.I.N!** **W.I.N.** stands for **What’s Important Now**. Take care of today and tomorrow will take care of itself.

Good luck and great selling. I will see you all at the finish line!

Robert J. Suriano

Commercial Division Manager



What It Takes to Be Number 1



Winning is not a sometime thing; it's an all the time thing. You don't win once in a while; you don't do things right once in a while; you do them right all the time. Winning is a habit. Unfortunately, so is losing.

There is no room for second place. There is only one place in my game, and that's first place. I have finished second twice in my time at Green Bay, and I don't ever want to finish second again.

There is a second place bowl game, but it is a game for losers played by losers. It is and always has been an American zeal to be first in everything we do, and to win, and to win, and to win.

Every time a football player goes to ply his trade, he's got to play from the ground up – from the soles of his feet to his head. Every inch of him has to play. Some guys play with their heads. That's O.K. You've got to be smart to be number one in any business. But more importantly, you've got to play with your heart, with every fiber of your body. If you're lucky enough to find a guy with a lot of head and a lot of heart, he's never going to come off the field second.

Running a football team is no different than running any other kind of organization – an army, a political party, or a business. The principles are the same. The object is to win – to beat the other guy. Maybe that sounds hard or cruel. I don't think so.

It is a reality of life that men are competitors and the most competitive games draw the most competitive men. That's why they are there – to compete. To know the rules and objectives when they get in the game. The object is to win fairly, squarely, by the rules – but to win.

And in truth, I've never known a man worth his salt who in the long run, deep down in his heart, didn't appreciate the grind, the discipline. There is something in good men that really yearns for discipline and the harsh reality of head to head combat.

I don't say these things because I believe in the "brute" nature of man or that men must be brutalized to be combative. I believe in God, and I believe in human decency. But I firmly believe that any man's finest hour – his greatest fulfillment to all he holds dear – is that moment when he has to work his heart out in a good cause and he's exhausted on the field of battle – victorious.

Vincent Lombardi

