



Beyond the Call: A Checklist for Targeted Pest Control Sales

When you scale your pest control business, it's crucial to do it at the right pace and in the right locations. Instead of spreading resources too thinly over vast areas, targeted sales strategies enable teams to maximize efficiency and effectiveness.

This checklist, courtesy of PestPac, provides a comprehensive guide to refining your sales strategy through data-driven insights and strategic planning. Proper preparation and the right approach don't need to be time-consuming to get super effective results — you just need to know where to focus.



✔ **Identify Your Target Neighborhoods**

Your targeted sales strategy starts by building your understanding of the communities where your best customers reside. Identifying common characteristics will enable you to focus your sales efforts on neighborhoods with the highest potential for successful engagements.

Key Characteristics to Identify

- ✔ **Demographic Data:** Age, income level, family size and occupation can provide insights into a prospect’s likelihood to need and afford your services
- ✔ **Property Information:** The size of a prospect’s property, paired with info on local pest behaviors, can inform what services you recommend
- ✔ **Proximity to Existing Services:** Assess the competitive landscape and service ecosystems within a community to determine your potential for success

Goal:

Build local density and momentum, making each customer interaction more impactful and driving efficiency.

Powered By:

Feature:

Leverage maps in Sales Center to filter and visualize customer data directly in PestPac.

Benefit:

Gain a clear, data-driven picture of your ideal territory, moving beyond guesswork to informed decision-making.



✔ **Map Your Existing Brand Advocates**

Your happiest customers are more than just successful sales — they are powerful advocates for your brand. Word of mouth remains a powerful force in pest control, particularly among neighbors. Mapping your biggest fans can reveal your stronghold areas and provide a foundation for further growth.

Mapping Brand Advocates

- ✔ **Recent Wins:** Pinpoint recent successful engagements and ongoing satisfaction
- ✔ **Customer Longevity:** Highlight long-term customers who have consistently utilized your services or products
- ✔ **Engagement Level:** Identify customers who actively engage with your brand through feedback, referrals or reviews

Goal:

Identify your strongest footholds and leverage word of mouth and brand recognition to attract new customers, enhancing credibility and trust.

Powered By:

Feature:

Use PestPac to visualize where advocates are more centralized as pins on the Sales Center map.

Benefit:

Instantly see where you’re excelling, empowering a referral-based strategy that feels more like a community recommendation rather than a direct sales pitch.



✓ Define Concentric Growth Zones

Establishing where your most likely prospects and biggest advocates are allows you to target your sales efforts. Stay organized by building strategic zones around these clusters to build momentum and affect change on a local level through concentric growth — all while building route density to improve efficiency in the field.

Scale in the Right Direction

- ✓ **Define Central Points:** Select pivotal areas with a high concentration of brand advocates
- ✓ **Determine Radius:** Establish a strategic radius (e.g., a half-mile) that encapsulates potential customers influenced by your existing advocates
- ✓ **Build Your Brand:** Ensure your technicians and vehicles in the field are professional and well-branded so neighbors build a positive association

Goal:

Build local density and momentum, making each customer interaction more impactful and driving efficiency.

Powered By:

Feature:

Use map filters to isolate clusters and identify surrounding streets and neighborhoods, then create and assign targeted leads within Sales Center.

Benefit:

Provide your team with a clear, focused and manageable daily plan, reducing wasted time and maximizing opportunities for meaningful conversations.



✓ Prep for the Visit

Understanding your potential customers’ needs before meeting them is crucial for establishing a connection. For key properties within growth zones, expert insights into local pest trends and how to treat specific facilities can allow you to predict their needs and win them over.

Key Characteristics to Identify

- ✓ **Review Property Details:** Examine any existing data on properties within your target zones, such as size, layout and any past pest issues reported
- ✓ **Prepare Targeted Materials:** Equip your team with relevant materials like rate cards and information on common pest issues tailored to the local environment, focusing on water and weather scenarios that customers may face
- ✓ **Utilize PestPac Insights:** Access service histories, notes and details of past interactions with customers

Goal:

Be prepared for empathetic, relevant conversations instead of just a generic pitch. By doing so, the interaction resonates with the customer and reflects your goal of addressing their specific concerns.

Powered By:

Feature:

Leverage property details and nearby customer information to personalize every interaction.

Benefit:

Your salesperson approaches the door informed and ready to engage in meaningful dialogue. This expertise and preparedness foster trust and distinguish your team from competitors.



✔ Craft Your “Reason for Visiting” Statement

After gathering the necessary context, it’s essential to convey why you’re there with clarity and purpose. A well-crafted Reason for Visiting statement, like a mission statement for your sales call, not only explains your presence but also lays the foundation for a successful interaction.

Focus on the Right Info

- ✔ **Utilize Key Insights:** Draw from customer interactions and calls that have been logged in PestPac to gather insights into common concerns or needs in the area
- ✔ **Create a Tailored Message:** Formulate a single, powerful sentence that succinctly explains the value we offer to the residents of the particular area
- ✔ **Incorporate Customer Journey Elements:** Acknowledge any ongoing needs and ensure the opening aligns with the customer’s current situation

Goal:

Start interactions with an authentic, non-salesy opening that immediately builds rapport and sets a positive tone for the conversation.

Powered By:

Feature:	Benefit:
Use insights from customer calls, logged as notes in PestPac, to craft effective door openers and sales scripts. Capture successful conversations in the system and present digital service agreements using integrated Forms.	The conversation becomes a seamless extension of the customer’s existing relationship with your brand. This professionalism reduces the sense of intrusion and emphasizes that the customer’s voice matters.



An effective sales strategy extends far beyond simply making a sale, especially when you’re building the foundation for what you hope will become a long-term customer relationship. By understanding where your ideal customers live, leveraging existing brand advocates and strategically growing in concentric zones, you not only set the stage to tailor your sales strategies but also build stronger brand recognition.

By focusing on these five areas, your team can transition from a broad, generalized approach to a targeted, impactful strategy that doesn’t just map customers but connects with them in meaningful ways.

Ready to learn more about how the best in pest scale their operations, and how PestPac scales with them every step of the way?