



PestPac
by WORKWAVE

BLASINGAME
PEST MANAGEMENT
Termite • Pest • Mosquito



STRIKE WHILE THE IRON IS HOT:

How Blasingame Pest Management Digitized Sales to Drive Conversions

Services Provided: Residential and commercial pest control, including termite and rodent services

Areas Served: Greater Atlanta metro area

The Challenge: Manual, outdated sales processes were resulting in lost information, gaps between sales and customer setup, and slowdowns that gave leads time to cool

The Solution: PestPac's Sales Center

The Value:

- A digitized, modern sales process
- CRM integration to centralize all of their data
- Instant digital agreements to close the sale



SUMMARY

Blasingame Pest Management is a third-generation, family-owned pest control company in Georgia with over 75 years of combined industry experience. Serving both residential and commercial clients, the rapidly growing company needed systems that could scale with them, especially to meet the detailed reporting and compliance needs of their commercial accounts.

Dylan Blasingame, Vice President of Operations, was looking for a solution to disorganized paper sales sheets that led to missed opportunities and operational inefficiencies. By implementing Sales Center and integrating it with their existing PestPac software, they centralized their sales process, enabling instant agreement generation and seamless customer onboarding. The result was improved organization, higher conversion rates by closing deals on the spot and valuable data insights that fuel their continued growth.

THE PROBLEM

Despite their deep industry expertise and use of PestPac for general operations, Blasingame's sales process remained stuck in the past, relying on handwritten "sales sheets" and physical work cards.

This analog approach created significant friction for the growing business. Dylan Blasingame noted that the reliance on paper meant:

Lost Information: Sales sheets would get lost, misplaced or forgotten in piles of paperwork

Disconnection: There was a gap between closing a sale and setting up the account in the main system, requiring manual data entry that was prone to error

Delayed Closings: The inability to generate digital agreements instantly meant the sales team had to chase customers for signatures and payments after the initial conversation, cooling down the lead



“IT WAS JUST SO EASY FOR THINGS TO FALL THROUGH THE CRACKS WITH THE OLD SYSTEM,” Dylan explained. The company needed a safety net to ensure every lead was captured and every sale was closed efficiently.

THE SOLUTION

Blasingame Pest Management implemented Sales Center to digitize and centralize their entire sales workflow. This move eliminated the paper sales sheets and created a seamless bridge between the sales conversation and their operational software, PestPac.

The implementation transformed their workflow in several key ways:

Centralized Data: All notes, customer details and activity tracking were moved into one digital location, accessible to the entire team

Instant Digital Agreements: Sales staff could now generate and send agreements directly from the portal while speaking with the customer

Integrated Onboarding: Once a customer signs the digital agreement and puts a card on file, the system automatically integrates with PestPac to set up the order; this forces the capture of payment details upfront, eliminating the need to chase down billing information later

Real-Time Tracking: The “Details” feature allowed the team to see if an agreement had been delivered, opened or clicked, providing visibility into prospect engagement



“**SALES CENTER STREAMLINES EVERYTHING**”
Dylan said. “It makes it easier, too, for one person to be able to do everything needed to close that account out, instead of having to spend on a couple of people to get it all wrapped up.”



THE RESULTS

The shift to Sales Center delivered immediate measurable benefits in efficiency, organization and sales performance.



INCREASED CONVERSION RATES

By removing friction from the closing process, the team can now secure commitments the moment a customer is ready to buy. Dylan emphasized the power of immediacy:

“IT DEFINITELY INCREASES CONVERSION. If you can do things while the customer is interested, it makes it easier — Sales Center lets you ‘strike while the iron is hot.’”



OPERATIONAL EFFICIENCY AND TIME SAVINGS

The time required to process a new sale has been cut significantly — Dylan estimates the time investment has been cut in half. Beyond speed, the “safety net” of a digital system has reduced the mental load on the staff.

“THE VALUE TO ME IS JUST HAVING IT ORGANIZED ALL IN ONE PLACE ... you’re not going to forget about anything, because you have it all right there.”



DATA-DRIVEN GROWTH

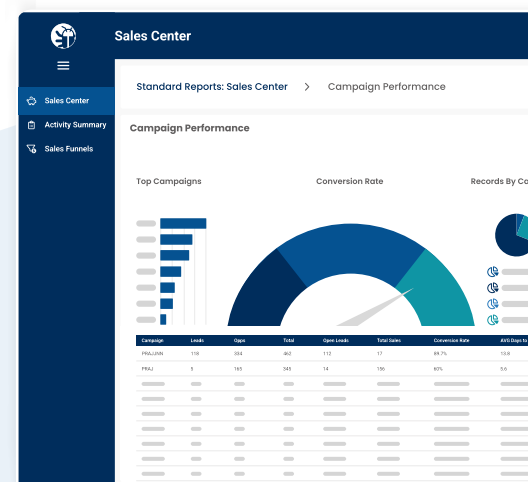
The reporting features within Sales Center have provided the leadership team with accurate visibility into their performance. Instead of guessing, they can now track annual sales value against targets.

“MY FAVORITE FUNCTION IN SALES CENTER IS THE REPORTING” Dylan shared. “It energizes you to see what you’ve sold for the year and motivates you to hit new targets.” This data has been crucial for accurate business projections, helping them know exactly when to hire new technicians to support their 18% year-over-year growth.

For Blasingame Pest Management, adopting Sales Center was more than just a software upgrade; it was a necessary evolution for a legacy business scaling for the future. By moving from paper piles to a digital powerhouse, they have secured their sales pipeline and empowered their team to close more deals faster.

As they continue to grow, the insights provided by PestPac and Sales Center will remain vital for strategic planning and resource allocation. For other pest control businesses looking to modernize, the message is clear:

INTEGRATED, DIGITAL SALES TOOLS ARE ESSENTIAL FOR EFFICIENCY AND GROWTH.



READY TO SEE HOW SALES CENTER CAN STREAMLINE YOUR OPERATIONS?

BOOK A DEMO