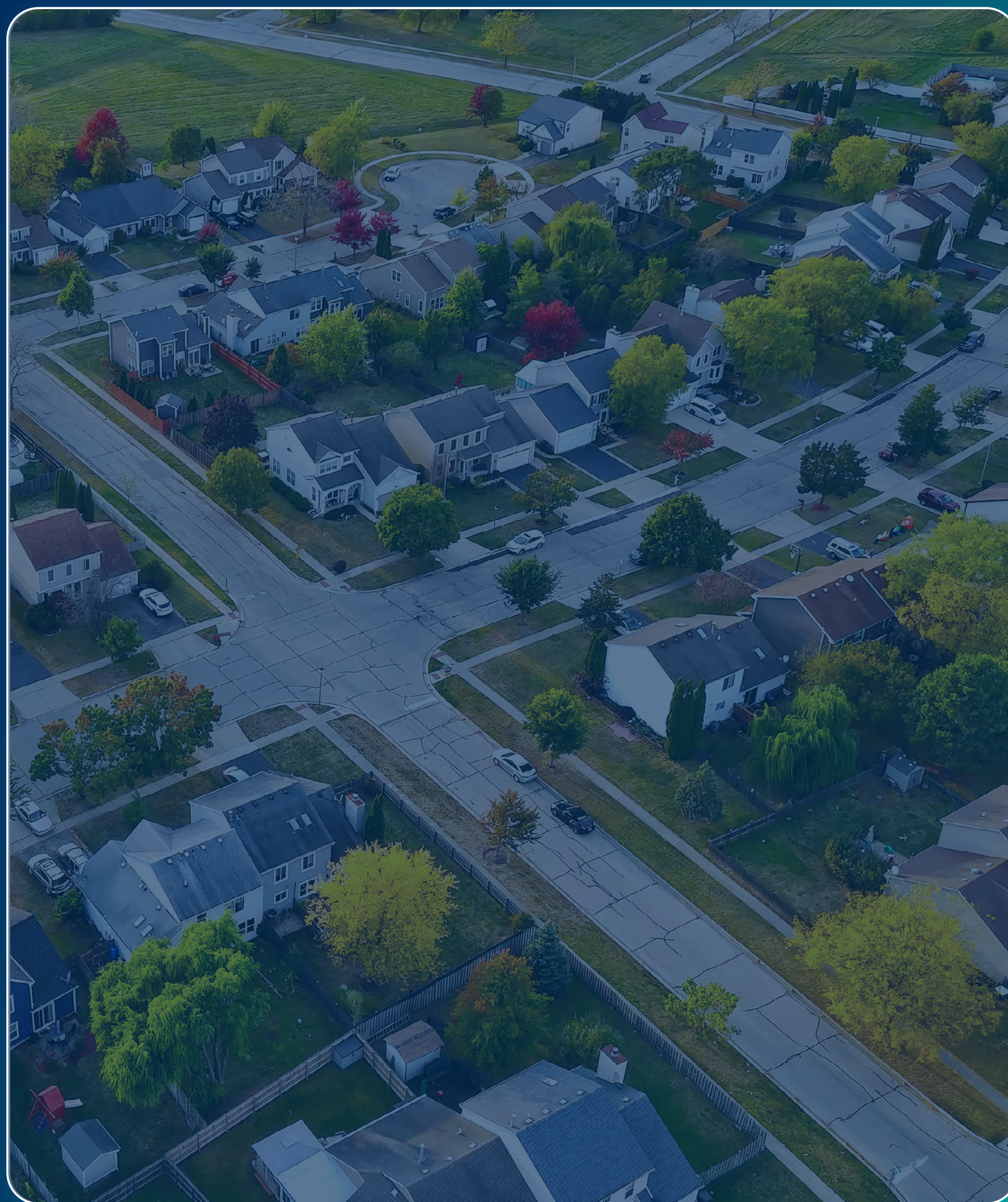




PestPac
by WORKWAVE®

How to Maximize Margins With
**Smarter
Door-to-Door
Methods**





FROM THE WILD WEST TO WORLD CLASS

There was a time not long ago when door-to-door pest control sales ran entirely on hustle. You handed reps a clipboard and a territory map and sent them out to knock. Some days were great. Some were brutal. And at the end of the week, you had a stack of handwritten agreements and no real way to know which neighborhoods were worth going back to.

The pest control industry has grown up since then. The operators pulling ahead today are still working hard, but they're also building smarter. Artificial intelligence, predictive mapping, real-time sales tracking and seamless back-office integration have moved from enterprise-only luxuries to practical field realities. The result is a fundamentally different kind of business: **denser routes, stronger retention, healthier margins and a team that runs on data instead of instinct.**

Those improvements compound. Better targeting fills routes more efficiently. Efficient routes lower your cost per stop. Lower costs strengthen your margins. And stronger margins mean a business that grows faster, withstands market pressure better and gives you more options — whether that's expanding into new markets, bringing on investment partners or positioning for M&A down the road.



What separates the businesses achieving this from the ones still grinding on the old model comes down to a few core metrics:



Route density



Customer retention rates



Gross margin



Integrated backend systems

This eBook is a guide for OPERATORS WHO ARE READY TO MOVE THE NEEDLE ON ALL OF THEM.

The Evolution of the Knock: Moving From Paper to Precision

The “churn and burn” model is more of a numbers game than a true strategy. Hire aggressively, train minimally, push hard and accept the losses. Paper agreements get lost. Data is re-entered manually, sometimes days after a sale. Managers have no visibility into what was happening in the field.

This approach has a ceiling. You can only throw so many bodies at a territory before you’re stepping on your own routes, saturating neighborhoods and driving up acquisition costs. At some point, volume alone stops working.

HERE’S WHAT REPLACING IT LOOKS LIKE:

Old Model

- Blind canvassing
- Paper agreements
- One rep does everything
- Focus on acquisition
- Manager guesses at field activity

Modern Model

- + Predictive data mapping
- + Digital contracts synced instantly
- + Setter/closer model
- + Focus on lifetime value
- + Real-time knock tracking



Where Is Your Business Right Now?

If you answer “no” to any of these, you have a revenue leakage problem worth solving.

- Do your reps know which neighborhoods to prioritize before they knock?
- Does a signed agreement flow into your system automatically – without manual re-entry?
- Can your managers see field activity in real time?
- Are you tracking customer lifetime value, not just acquisition numbers?

The Gross Margin Effect: Why It Is the Number One KPI

Revenue is easy to get excited about. But in the current M&A environment, sophisticated buyers look past it almost immediately.

The number they want to see is **GROSS MARGIN.**

Example:

Two pest control businesses, both doing \$5M in revenue.

Business A: _____

40% gross margin = \$2M retained after direct costs

Business B: _____

25% gross margin = \$1.25M retained after direct costs

Same top line.

\$750,000 difference in what the business actually keeps, and a dramatically different valuation at exit.



How AI Moves the Margin Number

Artificial intelligence and predictive data improve gross margin in two distinct ways that aren't always obvious:

- **Better targeting = better route efficiency.** When reps knock the right neighborhoods, new accounts cluster geographically. Technicians spend less time driving and more time servicing, which flows directly to gross margin.
- **Predictive retention = lower acquisition costs.** AI flags accounts showing early signs of churn — payment hesitation, skipped service calls, low engagement — giving your team a chance to intervene before a cancellation happens.

Acquiring a new pest control customer typically costs several times more than retaining an existing one. Every customer you keep is one you don't have to replace.

A customer retained for five years, who refers even one neighbor, is worth exponentially more than one who churns after renewal. Buyers model this. Operators who have optimized retention and route density through data and technology command a premium at exit.



A Tool With a View: Driving Decisions With Data

Understanding why data matters is one thing. Knowing exactly which capabilities to build into your sales operation is another. Here are the three tools making the biggest difference for pest control operators right now.

Map View and Territory Visualization

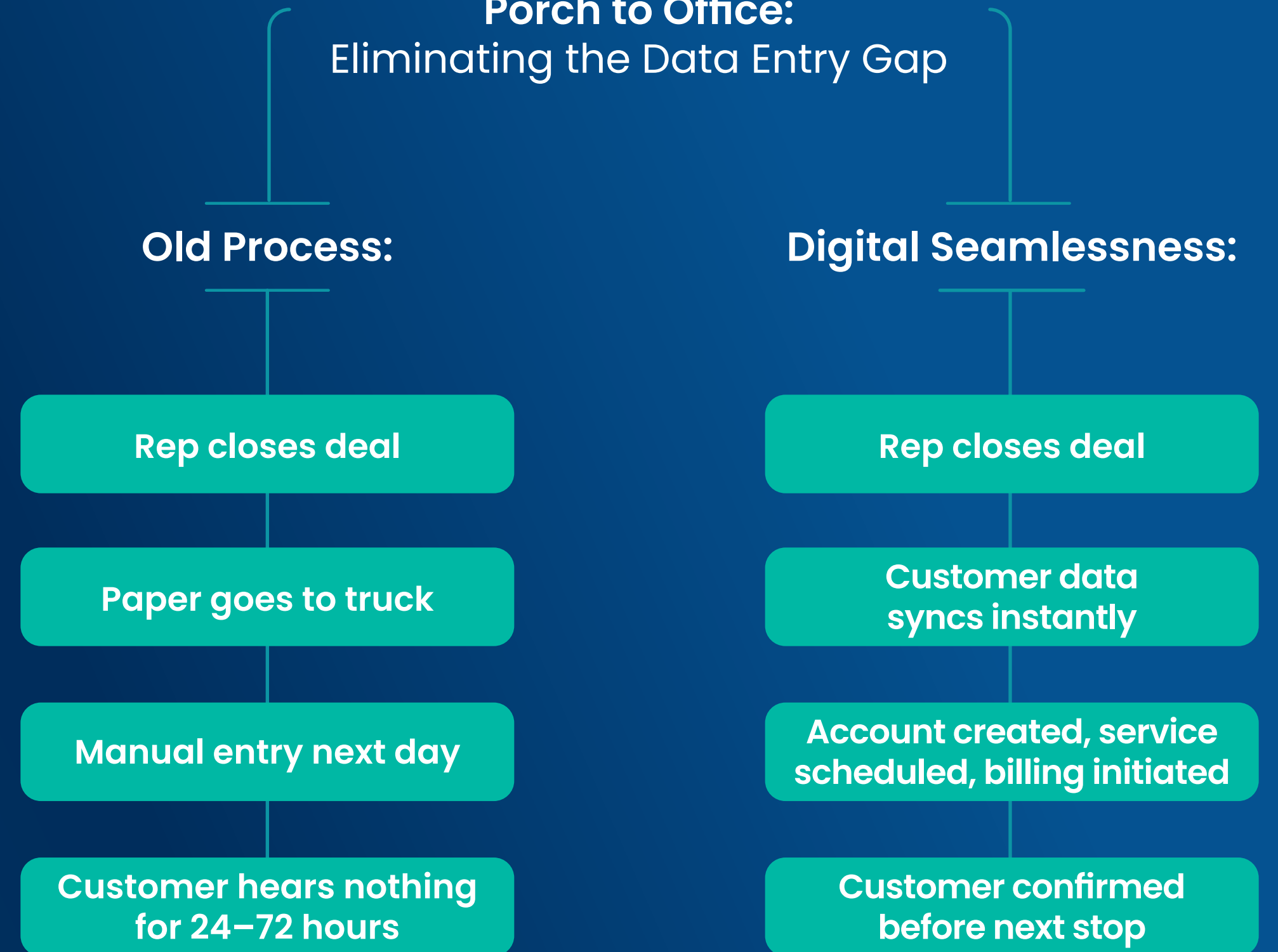
Visualizing territory data prevents reps from overlapping, identifies clusters of existing customers to anchor expansion and flags upsell opportunities based on property characteristics. Territory visualization turns a guess into a plan.

Knock Status Tracking

When reps log outcomes in real time — not interested, callback requested, agreement signed — managers get an accurate picture of field activity as it happens. The data compounds over time, turning past rejection into future pipeline. Addresses that were a hard no in year one may be ready to buy in year two.



Porch to Office: Eliminating the Data Entry Gap



**The business moves at the speed of the sale
— and the customer's first post-sale experience is a confirmation,
*not silence.***

Looking Ahead: New Tools that will Change the Game

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Territory Management (Lasso)

Dynamic mapping for real-time territory control

Static territory lines don’t account for seasonal shifts, emerging neighborhoods or uneven talent distribution. Lasso-style dynamic territory tools let managers draw, reshape and reassign territories based on live performance data — mid-week if needed.

- Underperforming zone? Reassign it immediately to a rep with capacity
- Premium corridor near existing accounts? Protect it for a veteran closer
- Seasonal opportunity spike? Carve out a targeted push zone in hours, not days

Gamification Dashboards

Competitive real-time leaderboards

There’s a reason the best sales cultures have a scoreboard. When reps can see exactly where they stand at any point in the day, the feedback loop tightens.

What the dashboards track:

- Agreements signed
- Doors knocked
- Conversion rate
- Revenue generated
- Ranking against peers

The result: high performers stay motivated, mid-tier reps have a visible target, and managers have an objective basis for coaching and recognition that doesn’t rely on gut feel.

Media Gallery Integration

Visual proof at the door, when it matters most

A rep who can show a homeowner what termite damage looks like behind a wall has a fundamentally different closing conversation than one relying on words alone. Media gallery integration brings a curated library of images, videos and educational content directly into the field sales workflow.

Why it works:

- Shortens the education cycle for hesitant prospects
- Builds instant credibility with visual evidence
- Gives reps a consistent, professional presentation at every door
- Converts skepticism into signed agreements — in under four minutes

What Smarter Door-to-Door Actually Looks Like

The operators pulling ahead aren't necessarily the biggest or the most aggressive. They're the ones who figured out that knocking smarter beats knocking more.

When you combine predictive targeting with a fully connected operation, the results are straightforward:



Higher margins



Denser, more profitable routes



A motivated, data-enabled team



Fewer missed opportunities

If your current workflow still has gaps, those gaps are costing you more than you probably realize. The good news is they're all fixable. Start by auditing where the leakage is happening, then build toward an operation where data, field activity and back-office systems all work together.

and let's figure out where the biggest opportunities are in your business.