

6 WAYS TO GROW YOUR BUSINESS WITH THE SENTRICON® SYSTEM

In large markets, there are a lot of pest control options out there. Position your business as the sought-after solution your customers didn't know they needed by elevating what makes you stand out — your excellent service and expertise as a Certified Sentricon Specialist™ (CSS). Leverage the Sentricon® system to differentiate and grow your business in the pest control marketplace with these six tips:

1. MARKET UPGRADES TO EXISTING CUSTOMERS.

Whether they've never had termite protection, have used a different type of treatment or it's been years since their last treatment, use the Sentricon system as the selling point to upgrade their service. The technology and advancements in the product, like Recruit® HD with Always Active™ technology and Recruit AG FlexPack™ termite bait, along with its noninvasive installation method, will take your customers' pest control to a whole new level.

2. HIGHLIGHT COLONY ELIMINATION.

The Sentricon system brings everyday assurance that as termites encroach on the home, they are being eliminated. Explain this benefit to your customers to showcase how they can have complete confidence and peace of mind with the Sentricon system. Colony elimination with the Sentricon system has been proven in every region of the country and on all key damaging subterranean termite species in the U.S.

3. FEATURE YOUR ELITE STATUS AS A CSS.

Homeowners can't get the Sentricon system from just any pest management professional. CSSs must complete training and fewer than 5 percent of all pest management professionals offering termite protection are among this elite group! Highlight your certification to homeowners as another way to differentiate yourself from other pest management professionals.

4. OFFER DAMAGE WARRANTIES.

Prove just how confident you are in your services by standing behind them with a damage warranty. Offer to repair damages if subterranean termites are found feeding on your customers' homes that you've protected. There's no better way to give homeowners a boost of confidence and help set you apart from other pest management professionals.

5. SHARE SUCCESS STORIES.

Do you have loyal customers who loved their experience working with you and the Sentricon® system? Share their experience in promotional materials to show how customers value the product and keep your service year after year. Don't have customer testimonials of your own to share? Find homeowner testimonial videos on the CSS resource center [page](#). Use these loyal brand advocates and their stories to help you grow your business.

6. IMPROVE YOUR RETENTION.

The bottom line for many businesses is customer retention. The Sentricon system can help increase your company's retention rate by creating more satisfied customers. On average, CSSs have a 92 percent retention rate with the Sentricon system. Don't be afraid to share your company's growing retention rate of customers renewing their service contract with the Sentricon system year over year as a compelling testament for potential and new customers to work with your company over the competition. To homeowners, a high retention rate means happy customers. To you, it means steady, recurring revenue.

Tips and best practices provided courtesy of ABC Home & Commercial Services in Houston, Texas.

