PCO Business Builder
Marketing Program

• The Ideas That Will Help You Make The Money You Want

• You’ve Just Discovered the Most Comprehensive and Results-Oriented PCO Growth Plan in the Industry

• 3 – Step Program That Guarantees Business Growth

Developed By:
Pest Control Marketing Group LLC
Dear Pest Control Operator,

If you want to put yourself on the fast track to a business that can easily *attain*, *keep* and *create* loyal customers with minimum hassle and investment you’ve got your hands on the right report and have found the right pest control marketing company to help you accomplish that.

There are literally hundreds, if not thousands, of options for you to grow your business. Some of them work and some of them don’t. We’re not going to go into which ones work and which ones don’t, rather we want to introduce you to the most comprehensive and results producing option in the marketplace.

**Introduction:**

Pest Control Marketing Group was started by one of the nation’s foremost marketing experts and a leading pest control management consultant. The result is a program that combines the best and newest marketing strategies that actually work in a day-to-day business with real world applications. The program’s principle based approach has been tested in thousands of companies in the professional services industry with exceptional results.

Since then, Doug Curtis, Bob Lee and Ken MacKenzie formed Pest Control Marketing Group and have created the program with one goal in mind – to create a pest control marketing program that requires the least amount of effort on the “busy Pest Control Operator’s” part and generates the best results in the industry. We knew that if we could create that program we would be the best pest control marketing company in the nation.

Pest Control Marketing Group and its parent organization has done thousands of hours of market research and testing and we’ve found what works. From that research we’ve developed a strategic marketing campaign that is systematic, easy to implement and cost effective.

Have you ever seen “Paint A Picture By The Numbers?” It is a home craft project started over 50 years ago and still going strong. When you buy the kit, you select the canvas and frame size. The canvas already has the picture sketched with numbers throughout identifying which color to put where. You paint the picture by following the instructions exactly. When finished, you have an oil painting that is attractive, professional looking, costs a fraction of an original and is exactly what you expected.

We at Pest Control Marketing Group do something very similar. We have developed marketing kits that meet the needs of very small, medium or large organizations. Just like different size paintings; larger paintings require more paint, more steps, more investment and more energy. With a larger kit you get a larger outcome.
Marketing Kits

**Silver** - Our smallest package is designed to reliably provide 30 new customers a month.

**Gold** – Includes all of Silver plus additions that reliably provide 50 new customers each month

**Platinum** – Is not a kit but a customized program for companies looking for very rapid or exponential growth. In this short report we’ll go into detail on each of our business growth strategies and how we implement them. When you’re finished with it you can either implement these things yourself, select one of our packaged “Growth Kits” or call us for a FREE business growth strategy session and we’ll determine what needs to be done for your business for you to reach your goals.

Without further introduction let’s get started.

**The New Move In Strategy** -

As a Pest Control Operator you’ve probably discovered that one of the hardest things to do is establish a growing business in an area with older homes and not a lot of new growth in the community. The simple reason behind this is - a big percentage of the population has already found a Pest Control Operator that they are comfortable with. Getting them to switch is pretty much impossible when they’ve reached this point of loyalty to their current Pest Control Operator.

Pest Control Marketing Group has several programs that will help a business in this situation grow. Here’s the deal – people move. Studies show that the average person moves every 7 years. A percentage of them move far enough away that they cannot use the same Pest Control Operator.

Because of this fact there is a nice sized group of people moving into your area every month. The great part for you is – many need a new Pest Control Operator!

Pest Control Marketing Group has a new move in program that will capture a large percentage of that group of new move-ins. This program is not only good for business in older neighborhoods but it is essential for EVERY Pest Control Operator who desires new customers on a regular basis. We’ve found that this new move program is one of the most cost effective ways to acquire a new customer due to the fact that most, if not all, of the new residents need a new Pest Control Operator. If you get a good message to them at the right time the chances that they’ll use you for their pest control needs are very high.

Here’s how it works –

**Needed Documents To Implement:**

1. Pest Control Marketing Group New Move-In Letter
2. New Mover List Subscription
3. New resident incentive package
To help illustrate the importance of this program and why it works so well I’d like to start out with a brief story. In 2000 I moved from California to Florida. Before I moved I had become very comfortable with my Pest Control Operator – I’d been with him for almost 13 years. I completely took the relationship for granted. He kept my house and property bug-free without me thinking twice about it. I knew that he wouldn’t overcharge me, steal from me or cause me other problems.

When my family and I moved to Florida things were very hectic for the first couple weeks. You know how it is…unpacking, finding your way around, finishing paperwork on the new home, getting utilities hooked up and working right etc. After the dust settled (literally) and we started to form a groove in our new life in Florida I started seeing cockroaches and ants and critters I’ve never seen before. My wife was frightened and wanted something done about it IMMEDIATELY. I quickly realized that I no longer had the comfort of just calling up my Pest Control Operator who I’d been with for all those years!

As I thought about finding a new Pest Control Operator I realized that choosing a Pest Control Operator is not really an easy decision to make, like choosing where to buy groceries…that may sound crazy to you but I have never before had to choose a Pest Control Operator like this – I’ve had two Pest Control Operators in my whole life – they were both friends of the family so we just went to them.

So, I opened up the yellow pages and turned to the “Pest Control services” section. When I did that I noticed a bunch of smiling people and a bunch of generalities like “friendly, guaranteed results, in business since 1835 BC etc” So now I had 200+ Pest Control Operators that all appeared to be the same. They all said the exact same stuff and all were servicing my neighborhood. So how do I choose? How do I know who’s any good?

I called about 10 different Pest Control Operators and didn’t feel comfortable with any of them.

I was now stuck in what we call the “Confidence Gap” and decided to just take a “leap of faith” and hope that I would choose a good Pest Control Operator. To choose I just called 10 more Pest Control Operators and whoever could service me the fastest would get the appointment.

After I went through that process I realized that I had been in Florida for almost a month and didn’t get ONE introduction or letter or postcard or anything from a local Pest Control Operator. Being marketing professional I knew that I was on a very attainable list called “The New Movers List”. The list was available to every Pest Control Operator but not one of them bothered to introduce themselves or their business. If they would’ve sent me something reasonable that introduced me to them and their business I would’ve never opened the yellow pages! I would’ve called them, set an appointment and been done.

Since then we’ve tested the New Resident strategy and program many, many times with great success in many different industries. With Pest Control Operators it works exceptionally well if done right. The key is - if done right. You can’t just send any letter at any time and expect this to work. The material sent needs to address their current hot buttons and it needs to be sent at the right time with a good, action-spurring offer. The right time and message is the key.
Our list services provide the name and current address of new residents before they have actually moved. We are now able to be first with a solid message and an offer that is attractive and risk free.

Pest Control Marketing Group has put all this together for you.

One of the best things for you, besides the new customers, is the fact that Pest Control Marketing Group has created everything for you and you don’t need to worry about it.

*For a small implementation fee PCMG will even print the letters, stuff and address the envelopes and mail them for you

It can be just that easy.

Retention And Pro-Active Referral Strategy –

A Pest Control Operator’s database of active customers is the most valuable asset they have - if they know what to do with it. The problem is - most Pest Control Operators get so busy that they hardly ever, if at all, leverage this asset.

Pest Control Marketing Group has put together a very easy step-by-step system for a business to use that will generate about 8 to 12 new customers per month without spending much money or investing a lot of time.

For an existing business with a database (2500 – 5000 customers on the books) this system is typically all you will need to keep growing your business at a manageable rate. For a newer business that needs an accelerated growth rate we recommend that you run this system in conjunction with our new resident program and general population-marketing program.

To fully leverage your database you need to have a combination of a proactive referral system, customer retention program and new customer incentive program.

We’ll explain how to run all 3 of those programs that we’ve created for you in the pages to follow.

In closing to this brief introduction and before we get into the “meat” of this guide I want to make one more point.

In order for this to work, like anything else, it needs to be implemented exactly as we say. One of the most disappointing things we see in the pest control industry are pest control operators that get off to a great start and then, for reasons more complicated than you probably care to read right now, quit doing the things that got them there in the first place. I know that sounds unbelievable to you, but you’d be surprised how many businesses implement our systems once or twice and then quit following the plan only to see a significant drop in business.

If you only do one thing to grow and maintain your business do the things you’ll find in this guide.
They are the least expensive and most powerful way for you to grow your business, bar none. New move in marketing, general population marketing, yellow pages, incentive cards, advertisements, flyers, premiums etc. all cost you a bunch of money. The cost of marketing is the same no matter the result. A $200 ad can get you 2 inquiries or 20 but it is still a cost of $200. What you say, what you offer and where you place the ad determine the result. **PCMG provides the message, the medium and the marketplace audience so you get the most from you marketing dollar.**

Okay, now for some more good stuff –

Following are the instructions and details to implement a proactive referral system, customer retention system and a customer acquisition program. If, at any time, you have questions or get “stuck” in the implementation process don’t hesitate to call us at Pest Control Marketing Group for help.

Let’s get started...

**Pro-Active Referral & Retention System –**

Referrals are gold. They come to you with more trust and less hassle than a “cold” new customer does. They’ve just been referred from somebody who has bragged about you. Another thing about referrals is the fact that somebody was bragging about you. **They not only pay you money, but you should look at each one as a personal compliment from the person who sent them.**

**WARNING:** Be sure to treat them like gold in respect for the person who sent this person your way. Otherwise you’ll lose not only the person who was referred, but the person who referred them to you and anybody they talk to.

Pest Control Marketing Group has created an innovative system that is second to none. Most referral programs offer money or credit on their account for names of referrals who sign up for service. Doing this is better than doing nothing at all, but this way of getting referrals has serious limitations. Customers quickly forget about it and when they do make a referral, they often don’t collect because of the awkward process and rarely get recognition for their contribution. Simply asking is even worse. Few PCOs ever come close to leveraging this opportunity for new business.

Pest Control Marketing Group’s Retention – Referral system consists of the following:

1. **A gift card incentive program** that provides your current customer with a choice of gifts valued up to $50. (your cost is $7.00) for each referral that CALLS YOU FOR AN APPOINTMENT. That’s right, they actually call YOU.

2. **Three yearly mailings to your customer database** describing the program. We are seeing a 7% response. This means for every 1000 customers on your books you would get 70 referral CALL-INS. All of our packages include the exact text of the letters used
3. **A new customer incentive program** uses a very similar strategy. For signing up to your service plan they get to pick from a choice of 36 products (worth up to $50.) you pay only $7.00. Coupled with our PCMG developed sales presentation closing rates actually double.

4. **Scripts.** You must say the right thing at the right time. PCMG provides the visual and verbal presentation scripts for each customer / prospect encounter.

**General Population Marketing –**

The first obvious target market for your business is the homes and neighborhoods immediately adjacent to your current customers. Time and motion studies illustrate the value of targeted growth. These new customers are 47% more profitable because of the reduction in travel time to service. PCMG database marketing focuses on getting you targeted customers next door to your current customers. In this way, we not only grow your business: we increase your profits!

You will find it very profitable to market to this target market by systematically providing them a power-packed message that hits their hot buttons and causes them to pick up the phone and set an appointment with your business.

The strategy of what to say in those marketing pieces is where it becomes a little more complicated. To determine the strategy for any marketing campaign it’s important to know who you’re marketing to.

So let’s look at the situation that most of your target market will be in.

1. Somebody who is happy with their current Pest Control Operator and is under a contract. (You probably won’t get this person)
2. Somebody who doesn’t have a problem with their Pest Control Operator but only calls them when they have problems. (You can get this person if you make a good case)
3. Somebody who is angry with their Pest Control Operator and is trying to find a new one. (This person can be picked up pretty easily if you hit their hot buttons)
4. Somebody who is new and doesn’t have a Pest Control Operator of choice. (These people are very easy to capture) Our new resident program gets them for you.

No matter where you’re at in the country, the previous scenarios will apply to the majority of the population. Sure you’ll have some “others” who are in a different situation but that makes up a percentage small enough that we just don’t worry about them.
Now that you know who we’re sending messages to what do you say? What do you say that will hit their hot buttons and cause them to take action? Pest Control Marketing Group has a marketing equation that works every single time. It’s pretty complex and we won’t bore you with the details but for introduction it goes like this:

1. Interrupt – Get them to look at your message.
2. Engage – Get them to read it and be interested.
3. Educate – Give them information as to who you are, what you do, and what differentiates you from everybody else.
4. Offer – Lower the risk of taking the next step, which in a Pest Control Operator’s case is setting appointment for a sales call or immediate service.

All of PCMG marketing pieces comply with the Marketing Equation and all are designed for results.

Pest Control Marketing Groups General Population Marketing Consist Of The Following:

1. **Yellow Page ad** – Designed for those looking to select a pest control operator NOW. We separate you from your competition with a message that resonates with prospects, provides information they want to hear and stimulate them to call you right away.

2. **Door hangers** – PCMG door hangers get a 37% response

3. **Flyers** – The message is the key. PCMG has developed a message so powerful that we see a 4% response rate (that’s 4 times better than the industry average)

4. **Advertising messages** that work like clockwork...newspaper, radio and web. PCMG Advertisers Protection Pack.

5. **Your own domain and website** – If you are not on the web your missing a large opportunity to grow your business. More and more people turn to vendor websites to learn more about the company, products, services and policies. A good web presence can make a little company look as strong as a big one. A great place to post references and present your unique selling proposition (USP). We help you define your USP.

6. **Your own email ID** that you can keep forever no matter what internet service provider you use. Your web domain and email addresses are as important as your physical address and perhaps even more so. See our free report “3 Things That Count in Determining a Pest Control Owner Web Site’s Success”.

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7. **List services** – you can’t market to them if you can’t find them. You need to identify new residents before they actually move. You need to identify the residents closest to your current customers. PCMG helps you do that.

8. **Receptionist script** - Now that your phone is ringing what do you say to people that will seal the deal? Remember my story of moving from California to Florida? Remember how I called 10 Pest Control Operators and NONE of them made me feel comfortable? That happens more than most people think. In fact, we’ve seen increases in revenue by more than 100% by simply changing what the receptionist says on the phone when people call in for the first time.

While a script sounds very simple, it is one of the hardest things for a business to implement. We’ve found that most receptionists don’t use a script because they don’t want to sound like they’re reading one. That’s good because you’re not supposed to sound like you’re reading it. It’s important that they memorize the script we’ve strategically written and make it their own. They need to be comfortable and sound natural when using it. The only purpose of a script is to make sure the people are hitting hot buttons and giving good quality information. 99% of receptionists just say what they want - To us that is ludicrous...this is the first contact your potential patient is having with your business and believe me, it will make or break an appointment. Remember the old maxim “first impressions are everything” the person answering your phone is the first person-to-person impression they get of YOUR business. They are every bit of a salesperson in other industries.

If we sound excited about this whole script thing it’s because we are! We’ve seen businesses **double** in size by implementing something that cost them $0.00. That’s what we call ROI.

9. **Sales script and presentation binder** – Good marketing and advertising makes the prospect want to buy your service but you can still screw it up if you don’t have a good sales script. PCMG has developed a professional sales presentation kit that includes a mini-flip chart binder with 17 attractive pages that communicate all of the reasons why the prospect should buy your service on an annual basis. The actual sales script is printed on the opposite side of the chart before it. A salesman could literally read the pitch word for word and the prospect wouldn’t know it. The prospect only sees the front side with the key points and pictures. The script includes trial closes and powerful closing statements that lead to immediate action. The sales presentation system alone is worth the entire cost of the kit.
Conclusion-

Well, if you’ve made it this far you’ll know that when we said comprehensive and results oriented we weren’t kidding. Our hope is that you’re reading this with a genuine excitement for the opportunity you’ve just uncovered.

Pest Control Marketing Group is the company that will help you grow your business. We’re so confident we offer you a 100% risk free way to do business with us.

First off, we don’t have long-term contracts. If you don’t think we’re worth our fees FIRE US! Our agreements are all month-to-month and the program is set up in such a way that if you’re not happy you can get out at any time.

Secondly, we offer a 100% guarantee. If you’re not happy we not only give you a way out of the agreement but we’ll give you your last payment of our fees back.

As you can see we’ve taken all of the risk upon ourselves. We’ve only done that because we know our system will work for you…otherwise we’d be broke!

To schedule your FREE business growth strategy session with us call toll-free at 877-230-4556. During this strategy session we’ll determine what strategies your specific business needs and give you investment estimates so you’ll know exactly what to expect.

We look forward to helping you grow your business soon!

Your partners at Pest Control Marketing Group.

Bob Lee
Director

Doug Curtis
Director

Ken MacKenzie
Director

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