

# **Bottom Line:** **How to Grow a** **Pest Control Business** *(...or any home service business)*



***“Over 100 PROVEN Ideas, Principles,  
Tips, Strategies and Techniques  
GUARANTEED to Generate MORE NEW  
CUSTOMERS, MORE REFERRALS and  
MORE CASH for YOUR Business!”***

**By Hal Coleman**  
**[www.PestControlMarketer.com](http://www.PestControlMarketer.com)**

Copyright 2017 Hal Coleman

All Rights Reserved. No part of this publication may be produced in any form or by any means, mechanical or electronic, including photocopy and recording, or by any information storage and retrieval system, without the permission in writing from the author or publisher. Exceptions are made for brief excerpts used in published reviews.

For information about the author's coaching program, consulting and/or speaking engagements visit: [www.PestControlMarketer.com](http://www.PestControlMarketer.com)

Coleman Services, Inc.

Roswell, Ga.

770-993-0004

[Hal@HalColeman.com](mailto:Hal@HalColeman.com)

The author makes no promises, written or implied, that you will achieve any results whatsoever simply from reading this book. Success will come from hard work, implementation and persistence. Your results will be totally up to YOU.

ISBN: Pending

# CONTENTS

INTRODUCTION.....	7
REGARDING THE ETHICS OF SELLING .....	21
HOW SERIOUS ARE YOU ABOUT SELLING?.....	25
YOU'RE NOT READY TO ADVERTISE UNLESS.....	29
78 THINGS YOU ABSOLUTELY NEED TO KNOW... BUT ONLY IF YOU ARE SERIOUS ABOUT SELLING!.....	33
YOUR PERSONAL APPEARANCE.....	35
TELL ME WHERE IT HURTS.....	39
DOUBLE YOUR BUSINESS IN 12 MONTHS OR LESS.....	41
THREE TIMES A DAY IS ALL IT TAKES.....	43
PEOPLE PROBLEMS.....	46
A WINNING WEBSITE COMBINATION.....	49
WHY YOU GET DUMPED FOR A CHEAPER PRICE.....	51
THE AWESOME POWER OF TESTIMONIALS.....	53
THE IMPORTANCE OF YOUR OPENING LINE.....	56
FACT...OR MAYBE NOT.....	58
AWESOME POWER OF FREE.....	60
THE FIVE FUNDAMENTALS OF A GOOD AD.....	63
A THOUSAND THINGS TO CONSIDER.....	66
TELEMARKETING MADE EASY...(ER).....	69
LEARN TO TALK LIKE THE MAN ON THE 6 O'CLOCK NEWS.....	71
WHO'S ANSWERING YOUR TELEPHONE?.....	73
BUILD A BETTER MOUSETRAP.....	77
THE HIGH COST OF WASTED TIME.....	80
"I'M GONNA MAKE 'IM AN OFFER HE CAN'T REFUSE!" VITO CORLEONE.....	82
HOW TO CREATE SIGNS THAT SELL.....	84
SIZE DEFINITELY MATTERS... AND HERE'S PROOF!.....	88
GIVE 'EM THE PICKLE.....	90

HOW TO HANDLE OBJECTIONS.....	92
HOW TO CHARGE THE HIGHEST PRICE IN TOWN (AND GET MORE NEW CUSTOMERS AT THE SAME TIME)!.....	94
A SIMPLE FORMULA FOR MORE NEW CUSTOMERS.....	99
IS YOUR NET WORKING? .....	102
THE REAL SECRET TO SUCCESSFUL NETWORKING .....	104
HOW MUCH IS YOUR CUSTOMER REALLY WORTH?.....	107
BEST IMPRESSION GETS THE M-O-N-E-Y.....	109
TELL 'EM WHAT TO DO .....	111
"I CAN'T AFFORD IT" .....	114
THE LAW OF SCARCITY.....	116
HOW TO GET THE MOST FROM A TRADESHOW .....	118
FIRST IMPRESSIONS COUNT... MORE THAN YOU KNOW .....	122
WHICH BRAND OF PIZZA WOULD YOU BUY? .....	124
K.I.S.S. AND SELL MORE STUFF .....	126
THE LAW OF CONTRAST .....	128
WHEN FISHING FOR NEW CUSTOMERS.....	130
SO...YOU WANT MORE REFERRALS.....	132
WHY? .....	135
ARE YOU DRIFTING?.....	137
HOW TO DO A FREE POSTAGE DIRECT MAIL SALES CAMPAIGN!.....	140
HOW TO GET THEM TO SAY YES IN THIRTY SECONDS OR LESS! .....	142
5 WAYS TO SCREW UP A SALES PRESENTATION.....	144
"THE TIMES, THEY ARE-A CHANGIN'!" .....	147
WHAT ARE YOU FAMOUS FOR? .....	149
HERE'S AN IMPORTANT QUESTION FOR YOU.....	152
LEARN TO SPEAK THEIR LANGUAGE.....	154
TRIGGER EMOTIONS = TRIGGER SALES .....	156
GIVE'EM WHAT THEY WANT .....	159
PAST BEHAVIOR INDICATES LIKELY FUTURE.....	161
WHAT HAPPENS AFTER THE SALE? .....	163

CHALLENGING AN OLD "SALES TRUTH" .....	165
WOW... I REALLY DIDN'T EXPECT THIS!.....	167
WHAT DO YOU WANT FROM ME?.....	169
CUT YOUR OWN THROAT... ER... PRICE!.....	172
THE CONTINUING SAGA OF THE TREE CUTTER .....	174
THE LAW OF REDUNDANCY (WHY MUST I REPEAT MYSELF?).....	177
WHADDAYATHINK COACH?.....	179
ARE YOU A CONFABULATOR?.....	182
USE YOUR VEHICLE TO GET MORE NEW CUSTOMERS.....	184
YOU'VE BEEN HYPNOTIZED!.....	187
OF THE THINGS WE THINK, SAY AND DO.....	190
REFERRAL TIP THAT WORKS.....	192
PLEASE DON'T CONFUSE ME.....	195
ARE YOU DATING YOUR CUSTOMERS? .....	198
A LESSON FROM BARNEY FIFE!.....	200
ARE YOU HEADED FOR THE PLAYOFFS?.....	202
RELAX... IT'S JUST AN EGG!.....	204
NOTHING HAPPENS UNTIL SOMETHING MOVES!.....	208
BECAUSE I SAID SO!.....	211
TRY BUYING A VACUUM CLEANER.....	214
DO TRY THIS AT HOME.....	219
SECRET GROWTH FORMULA #10 .....	221
ONE IS THE LONELIEST NUMBER.....	223
ARE YOU A CHICKEN, AN EAGLE, OR A BUZZARD? .....	227
CAVEMAN MENTALITY .....	230
WHAT I LEARNED SELLING CHRISTMAS TREES.....	232
CONCLUSION .....	235
BIBLIOGRAPHY & SUGGESTED READING .....	241





# INTRODUCTION

THIS BOOK WILL CHANGE THE WAY YOU DO BUSINESS FOR THE rest of your life. Or at least...it should. It's really up to YOU.

This book is written in the context of a pest control business. That's where my story begins. But the strategies, principles, tips and techniques I'm going to share with you apply just as readily to any type of home service business (roofing, plumbing, heating & air, electrical, lawn care, house painting, etc.). If you own a home service business, manage a home service business or work in sales and/or customer service for a home service business, you'll want to read this book more than once. And be sure to take plenty of notes!

Chapter four of this book is actually a compilation of 78 weekly blog articles I wrote over a period of two years. Basically, they are my weekly blog posts from <http://www.PestControlMarketer.com>.

There is no specific order to this book. The chapters are short (with the exception of chapter four). Each one consists of a theme and a specific point or question for you to ponder. You can read this book from beginning to end or you can just skip around and read it randomly. It doesn't matter.

This book contains information not found in any other small business marketing book. It will help you make more sales, generate more referrals from your current customers and

keep those customers longer. It will literally change the way you THINK about selling. And that is a FACT.

But why should you listen to me?

What do I know that you probably don't?

Well, first of all I will tell you that I don't imagine I'm one bit smarter than you are. But, I *do* know things that you probably don't.

Why?

Because I've spent a lot of years and a lot of money seeking out certain information, learning it and testing it.

I have been actively involved in the service business (pest control) industry for 43 years, including...

- ➔ Degree in Entomology from The University of Georgia.
- ➔ 10 years as a State Pest Control Regulatory Inspector.
- ➔ 6 years in sales and customer service for one of the nation's largest independent pest control companies.
- ➔ Owned and operated 6 different profitable small businesses, including my own pest control company, which I grew from a one-man-with-a-spray-can (me) operation into a successful million dollar business.
- ➔ Past President of The Georgia Pest Control Association.
- ➔ Founding member of GPCA's Train The Trainer team.

- ➔ Taught thousands of small business owners, managers, sales people how to generate more referrals and more new customers.
- ➔ Author of 5 books on selling, marketing and customer service.
- ➔ Professional speaker, coach, consultant and motivator.
- ➔ Pioneered the use of internet video blogging to promote a small business.
- ➔ Studied neuroscience and buyer behavior in relation to small business sales and service.

As you can see, I've been around the block more than a few times in the small business arena, and especially in the pest control industry.

Like all small business owners, I've basked in my share of successes and I've certainly suffered more than my share of failures. I've experienced the same exciting wild growth spurts and blindly slammed into the same unseen walls that you have.

There were times when I loved my pest control business and there were time when I hated it. But one thing was always on my mind, and that was... *how to get more new customers.*

Over the span of 18 years, I spent over \$565,000.00 of my own hard-earned money on marketing and advertising... most of which delivered what I considered to be very disappointing results in terms of the return on my investment.

Then, in 2004, a chance meeting with an old friend named Larry Latimer marked the beginning of an exciting new journey into psychology and neuromarketing, which totally changed the way I thought and sought new business.

Larry was the most naturally talented and best salesman I've ever known. He was formally trained to sell in the life insurance business. He could sell anybody anything anytime anywhere. Not only that, but he was a nationally known sales trainer, marketing consultant, speaker and motivator.

Larry and I met one morning for coffee at a local Waffle House to catch up on some old times. That coffee meeting ended up lasting over 5 hours. It was also the first of many more to come. I still have notebooks filled with pages of Larry's wisdom. I even developed a callous on the middle finger of my right hand from writing while I listened to Larry!

Larry asked me about my pest control business. He asked me what my biggest challenge was.

I immediately responded, *"Getting new customers."*

*"So... how do you market your business?"* he asked.

I answered, *"Well... you know... things like my website, yellow page ads, flyers, newspaper ads, networking groups. I've even done some radio and local cable TV ads. The same things other companies do."*

He asked, *"What about direct mail. Have you ever done that?"*

I explained that I had, in fact, tried direct mail. And, because the results from all my other advertising had been mostly

disappointing, I had hired a professional ad agency to do a direct mail campaign for me. They designed the mailers and sent them out to zip codes they had selected as good ones for me, promising me that I *would/should* get somewhere between 1-3% response. They said this campaign would put me on the map.

Well... it didn't. What it *did* was cost me a fortune. But it didn't deliver any better ROI than the other projects I'd done on my own. It cost me thousands of dollars and I didn't even break even. And the ad company I used was a well-known, highly respected firm. They drove big cars and wore expensive suits and wristwatches. Now I know where they got all the money!

Larry leaned over the table and looked me square in the eyes and said, "*Hal... what if I could show you why your direct mail campaign didn't work. Would you like to know?*"

Instantly I felt a twinge of irritation. I had the distinct feeling that he was about to try to sell me something. And I was right. But it was not what I anticipated. What he did was sell me on an idea. And that idea was this: There was a reason why my direct mail campaign didn't work. And it had nothing to do with direct mail!

He said, "*You give me five minutes and, if I can't show you exactly why your direct mail campaign didn't work, I'll shut up and never mention it again. Is that fair?*"

I set my stopwatch and said, "*OK Larry... you've got five minutes... Go for it!*"

Well, all I can say is, over the course of those next five minutes, Larry Latimer changed my life... at least as far as selling is concerned. In just five short minutes, Larry explained to me... in a crystal clear, laser sharp yet stupidly simple illustration... WHY people BUY. He explained DIRECT RESPONSE MARKETING.

And, just to prove that what he told me was in fact true, he offered to do a free test with me. We set up a direct mail campaign for my pest control company and we sent out 1000 pieces. And I was absolutely amazed that it yielded a whopping 250 percent net profit!

Now... fast forward to the next year. I applied those same response trigger strategies Larry taught me to my yellow page ad. It was a long-form, sales letter type ad. When my yellow page rep saw the ad I had designed he told me I was an absolute fool if I put that ad in the yellow pages. He told me no one would read it much less respond to it. He said the ad looked terrible. He begged me to reconsider. I stuck to my guns.

**BOTTOM LINE:** My ROI from my yellow page ad increased a little over 300 percent with my new ad!

Note: The guy who bought my pest control business immediately discontinued the ad. He didn't like the way it looked either. Go figure. But that's what happens when you do something unique and different. It scares ordinary people.

For the last several years I owned and operated my business, I literally began using it as a guinea pig to test out-of-the-box,

non-conventional, unorthodox marketing strategies and ideas. I became obsessed with finding out how many other gold nuggets I could discover.

And I think the biggest nugget of all was this: Conventional wisdom in marketing is the big crippler of business. Not only in business, but it is a crippler of people in general. Conventional wisdom, as a wise man once said, is *“a collection of worn out clichés specifically designed to explain away failure before it happens.”* Conventional wisdom is simply an excuse people use to let themselves off the hook for not doing the things they *should* do. It is a free pass to give up.

Conventional wisdom says, *“You can lead a horse to water but you can’t make him drink.”* This is probably the number one excuse sales people use when they can’t sell something. But I say this... there are lots of ways to make a horse drink water. You can feed a horse certain foods that will make him thirsty. Exercise will make a horse thirsty. Putting him out in the hot sun with nothing to drink will make him thirsty. And, if all else fails, you can just rub a handful of salt in his mouth and, believe me, he will drink. If you lead a horse to water and he won’t drink, it’s not his fault... it is YOURS. You simply don’t know how to make a horse thirsty.

One thing that Henry Ford, Orville and Wilbur Wright, Thomas Edison, Andrew Carnegie, Warren Buffet, Bill Gates, Oprah Winfrey, Debbie Fields, Abraham Lincoln, Marie Curie, Mother Teresa, Nelson Mandela, Colonel Sanders, Martin Luther King... and in fact... even Jesus Christ... all have in common is this: They did NOT operate based on conventional wisdom!

You will see that I refer quite often in this book to the *subconscious mind*. Larry Latimer used to refer to his subconscious mind as “Elmo”. He and I had many discussions about Elmo. As a matter of fact, I produced an audio program entitled, “*Whatever you do... don’t hit it in the creek!*” It is actually the story of Elmo. I would highly suggest you get a copy and listen to it. It will help you clearly understand why you do the things you do. (You can find it at, <http://www.HalColeman.com>)

As you can probably already tell, this book is blunt, straight-forward, brutally honest and to the point. It will offend some people, hurt some people’s feelings and make some people mad.

But, for those who choose to read it and take action based upon its contents, it will lead to a lifetime of more sales and more new customers, no matter what business you are in or what product or service you sell. I know because I have not only tested many of these principles and techniques in my own businesses, but I continually watch my clients use them and I see the results *they* achieve also.

This book contains a century’s worth of TESTED and PROVEN sales psychology and buyer behavior. The information contained in this book has been researched, tested and proven over and over again by some of the most noted and brilliant sales and marketing minds in modern history.

You will find that there is a certain degree of repetition in this book. You will read something and say to yourself, “*I think I read this in an earlier chapter.*” And you will be correct. This is in order to take advantage of the power of *redundancy*, which

simply means that the more times you see or hear something, the more likely you are to remember it and take action based upon it. And certain points in this book are certainly worth repeating.

This book is written specifically for those individuals who...

- ➔ Are seriously looking for a better way
- ➔ Are wide open to new ideas and opportunities
- ➔ Are ready and willing to “think outside the box”
- ➔ Are mentally and emotionally able to welcome and embrace change
- ➔ Are seekers of knowledge
- ➔ Are not afraid to fail
- ➔ Understand that great ideas, in the absence of implementation, are worthless
- ➔ Are already excited about what they will discover in this book

This book is definitely NOT for those individuals who...

- ➔ Are not looking for a better way
- ➔ Are fearful of change
- ➔ Aren't interested in learning anything from anyone because they think they already know everything
- ➔ Are afraid to fail

- ➔ Are prone to sit on good ideas forever without ever actually implementing them
- ➔ Would always rather talk than listen
- ➔ Are already bored with this book

There's an old saying that goes like this: *"Give a man a fish and you feed him for a day. Teach him to fish and you feed him for the rest of his life."*

But, I like to add an additional thought, which is: *"If he refuses to fish, throw his ass out of the boat and feed him to the fish and give his fishing pole to someone who really does want to fish!"*

I guess you can tell that I have very little patience with the do-nothing whiners and complainers of the world.

As you read the short chapters in this book, I hope you will be open to certain possibilities.

Such as...

- ➔ The possibility that you have been wrong about certain things.
- ➔ The possibility that you have been listening to the wrong people when it comes to marketing and advertising your business.
- ➔ Most ad agents only know how to sell one thing... and that is advertising.
- ➔ If you are doing it the way your competition is doing it, you are doing it wrong.

- ➔ You should throw conventional wisdom out the window right now.
- ➔ If YOU designed your own company vehicles, website, flyers, ads, etc. you probably made a big mistake.
- ➔ Most web designers know absolutely nothing about what really makes people buy your products (psychological buying response triggers).
- ➔ Pretty websites seldom make money.
- ➔ You need to understand and implement psychological buying response triggers in all of your marketing and advertising.
- ➔ You don't know how to speak to the true decision maker.
- ➔ You will see good ideas yet do nothing with them.
- ➔ You are afraid to spend money to grow your business.
- ➔ You think YOUR business is different.
- ➔ You think YOUR industry is different.
- ➔ You think YOUR region is different.

These are just some of the things you need to think about if you are serious about growing your business.

After years of attending marketing conferences, seminars, workshops and events, reading countless books on sales, marketing, persuasion, buyer behavior, neuroscience and psychology... plus spending countless hours listening to

audio CDs and recordings of some of the most brilliant sales and marketing minds of our time, one thing is crystal clear to me... and that is...they are all saying the same thing. They're simply adding a new spin or twist consistent with their own personalities and communication styles.

And the more we study, test and research, the more we find that there are certain human behaviors that are and remain consistent... especially when it comes to buying and selling (Neuro-Marketing).

This book is an attempt to present those behaviors in such a clear, concise and condensed form that you simply cannot miss getting the point. It also offers you the opportunity to make changes to your current thoughts and thinking patterns that will ultimately lead you to a higher ground and straighter road to success.

DANGER: If what you are doing is working fairly well and your business is growing, you will automatically be inclined to dismiss the contents of this book. That would be a big mistake and here's why. By understanding and applying the principles, strategies and techniques in this book, it is possible to significantly *increase* the ROI of your current marketing and advertising efforts no matter how well they are working right now.

Mark Twain said, "*The difference between the almost right word and the right word is like the difference between a lightning bug and lightning!*"

In other words, the almost right word is actually the wrong word. By tweaking and making minor adjustments in your

language and messaging, you can, in many cases, turn a lightning bug into lightning almost instantly!

So... no matter how well you are doing right now... no matter how much you think you know about marketing and advertising... I strongly suggest you read this book with an open mind and heart. If you do, it will change the way you think about selling forever. I GUARANTEE IT.

I would also suggest that, if you don't already have one handy, you get a pen and pad to take notes as you read.

HOW TO GROW A PEST CONTROL BUSINESS (... OR ANY HOME SERVICE BUSINESS)



## CHAPTER ONE

# REGARDING THE ETHICS OF SELLING

BECAUSE MANY OF THE TECHNIQUES I TEACH ARE SO POWERFUL, unorthodox, seductive, hypnotic, dynamic... and highly effective when it comes to getting someone to say YES to you... they are also somewhat controversial and often misunderstood.

Knowing how to get people to say YES to you is powerful. This knowledge is not to be taken lightly. And so I think the question of sales ethics and sales morality is something we should explore. I'm going to tell you where I stand on the issue and it is up to YOU to decide where YOU stand. And I sincerely hope we are on the same side.

I hope it goes without saying that you...

- ➔ NEVER under any circumstances lie to, deceive or mislead someone in order to make a sale.
- ➔ NEVER make a false promise you can't back up.
- ➔ NEVER knowingly allow a customer to make a buying decision that you know is not in his/her best interest.

It is up to YOU to exercise the utmost in honesty and integrity each and every time you make a sale.

**FACT:** You really can't persuade someone to do something unless... at least to some degree... they already want to do it to begin with. Your job as a salesperson is to help make it easy for them.

Understanding buyer behavior and using your knowledge to help the customer make an easy decision that he/she will feel good about later on is what makes a really good salesperson.

The techniques and strategies I teach (and use myself) are based on the idea that, if you give someone enough good information, they will make the right decision. Even though you led them directly to it, they will think it was their idea and not yours. That is the true power of persuasion.

And there is a difference between persuasion and manipulation.

Persuasion, as I see it, is attempting to get someone to do something that would benefit THEM, such as quitting smoking or starting an exercise program and eating a healthier diet.

Manipulation would be attempting to get someone to do something that would only benefit YOU and not them. In fact, it may even be harmful to them. Fannie Mae and Freddie Mac are good examples.

Manipulation is immoral and unethical.

Convincing someone to contribute to a worthwhile charitable cause that you are involved in... well... you can be the judge of that one.

Really great sales people are, by necessity, powerful persuaders and they are loved and respected by their customers.

Manipulators are tricksters and charlatans who are despised by their customers.

For years I've studied sales psychology, neuroscience and buyer behavior. I want to know why people do things... specifically why they buy things. And I pass this information along to my coaching clients and then help them implement it so they can become highly effective persuaders also and end up with lots of happy customers who will stay with them for the long haul.

I don't think there is anyone else in the pest control industry who knows what I know and teaches it the way I do. I believe I am the best at what I do. But don't take my word for it. Ask my clients.

**BOTTOM LINE:** When it comes to selling YOUR product and/or service, if you truly believe YOU are the best, then it is up to you to see that people say YES and buy from YOU instead of your competitor. If you don't feel that way, you should get out of the business and choose a different career.

Selling is the oldest and noblest of all professions (Yes... older than that one too. After all, it was SOLD wasn't it?). Treat it with honor and respect. If you will do that, it will serve you... and your customers well. I guarantee it!

HOW TO GROW A PEST CONTROL BUSINESS (... OR ANY HOME SERVICE BUSINESS)



## CHAPTER TWO

# HOW SERIOUS ARE YOU ABOUT SELLING?

LAST WEEK I PRESENTED MY “THIRTY SECOND SELLING Workshop” in Alpharetta, Ga. It reaffirmed the fact that, with rare exceptions, small business owners and sales people just don’t take selling nearly as seriously as they should.

And... because they don’t... they lose sales over and over again.

Let me ask you this: Do you have a sales presentation?

Is it written out?

Is it a powerful, compelling, dynamic, hypnotic, seductive, well-thought-out, scripted, proven presentation laid out in proper psychological sequence guaranteed to generate a YES answer?

Can you deliver it with conviction and purpose... even in your sleep?

**FACT:** No matter what the industry, when you get to the top sales performers... and I mean the world class sales people who win the national awards every year... they all have certain things in common.

➔ They take selling very seriously!

- ➔ They are constantly working on their sales presentations.
- ➔ They know that every word, every inflection, every variation is equally important.
- ➔ They know their sales presentations backwards and forwards by heart.
- ➔ They have notebooks and/or recorders close by so if... or I should say when... they hit on another good idea... they capture it and work it into their sales presentations.
- ➔ They never stop sharpening and honing their sales presentations.
- ➔ They are never satisfied that it is as good as it could be.
- ➔ They wake up in the middle of the night to write down ideas.
- ➔ They never take selling for granted.
- ➔ They are spiritual and superstitious when it comes to selling and their sales presentations.
- ➔ They literally never expect to be told NO.
- ➔ They never stop learning how to improve their selling skills and increase their closing percentages.
- ➔ They are laser focused.
- ➔ If they are not out selling, they are probably working on their sales presentations.

- ➔ They track every sale, every lead, every contact and every conversation.
- ➔ They post-analyze every presentation.
- ➔ And, maybe most important of all...THEY NEVER GIVE UP!

So... let me ask you this question: How much time do YOU spend learning how to sell more and better?

It doesn't matter whether you are in a full-time sales position...or if you want to sell your boss (or your employees) on a specific idea you have... or maybe you just want to persuade your spouse, your child, your neighbor or your friend, to do a specific thing... YOU NEED TO KNOW HOW TO SELL!

Winging it and playing it off the cuff will only get you so far.

**BOTTOM LINE:** If you rely only on the art of selling and ignore the science of selling, you will never reach your true potential and you will leave a ton of money on the table for the other guys (the ones who do take selling seriously)!

That's just the way it is.

HOW TO GROW A PEST CONTROL BUSINESS (... OR ANY HOME SERVICE BUSINESS)



## CHAPTER THREE

# YOU'RE NOT READY TO ADVERTISE UNLESS...

I WAS HAVING COFFEE WITH A SMALL BUSINESS OWNER THE other day and he told me he was considering doing some direct mail marketing. He was thinking about a post card campaign.

He said, *"Whaddayathink?"*

And so I asked him this important question: *"Why should anyone want to do business with you instead of your competition?"*

Well, to be honest, he just sat there looking like a deer in headlights. That question left him rather dumbfounded. I actually think he was slightly insulted that I would ask such a question.

He began glancing upward and to the left (which means he was searching) and stammering for the right words and phrases to answer me... which means he really had NO ANSWER.

I said, *"Never mind. You really don't know!"*

To which he replied, *"Well... yes, I do know... I just don't know quite how to tell you."*

Bad answer.

Until you have clearly defined how YOU are DIFFERENT from your competition... and exactly what great benefit someone would receive by doing business with YOU instead

of your competition... you are going to be wasting a lot of money on advertising.

Sorry, but it's true.

I'm speaking directly from experience here, as well as from years of observation and study.

There were many times in the past, when I owned and operated a pest control company, that I allowed advertising agents and sales reps from yellow pages, newspapers, radio and magazines to talk me into advertising with them. They would come up with my ad. They assured it would be "pretty".

And it was.

So what?

It didn't cause very many people to call me and sign up for my pest control services.

And, knowing what I know now, it is easy to see why my ads were not very effective. I had no crystal clear, powerful, compelling, seductive, hypnotic, and irresistible USP (Unique Selling Proposition).

There was nothing in my ads that clearly set me apart from my competition (but they certainly did set me apart from a lot of my hard earned money)!

My ads were just like everyone else's. They consisted of the name of my company, my telephone number and contact information. They also included a list of features I offered, organizations I was a member of and generic graphics of people and homes, etc. that were totally unknown to me or anyone

else. My ads were classic examples of sterile, commercial “business card” type ads.

The FACT is... nobody cares about that stuff.

They only care about...

- ➔ What you can do for them.
- ➔ How you can make their lives better.
- ➔ What major problem you can solve for them.
- ➔ What pain you can alleviate.
- ➔ What's in it for them if they do business with YOU.

You must be able to identify these and explain them in your ad. Otherwise you're no different than all of your competition. You're simply a commodity, which means you'll be beaten by a lower price almost every time.

So... before you go spending a bunch of money on advertising, you'd better make sure you have a great message. If not, you'll be wasting your hard earned money on something that isn't going to work very well.

You'd better make sure you understand *direct response marketing* and how to use *psychological buying response triggers* on your website and in your ads that will generate a buying response in the readers and cause them to pull the trigger, make the call and do business with you.

If you just allow the cookie-cutter ad agents, sign companies, web designers and sales weasels to design your ad, you're making a big mistake.

**BOTTOM LINE:** Your advertising is an extension of YOU. It speaks. And... if you pay money for it to speak... you'd better make sure it says something powerful that is worth saying!



## CHAPTER FOUR

# 78 THINGS YOU ABSOLUTELY NEED TO KNOW... BUT ONLY IF YOU ARE SERIOUS ABOUT SELLING!

### THREE THINGS NEEDED IN ORDER TO SELL

THERE ARE THREE BASIC THINGS YOU NEED IF YOU WANT TO sell something.

1. A product or service
2. A message (sales pitch or letter)
3. A Delivery system (to get the message to the prospects)

If any one of these three things is missing... or lacking... you just aren't going to be very successful.

Most small businesses get the first element right. They have a good product/service to sell. But nobody... or at least not enough people... know about it.

This is a result of having...

A. A poor message that fails to deliver a clear, bold promise or statement of benefit. In many cases, the poor message leads to cognitive dissonance.

Or...

B. A poor system of delivering the message to potential prospects.

Sometimes it's a combination of both.

Ralph Waldo Emerson once said, *"Build a better mousetrap and the world will beat a path to your door!"*

Well... not if they don't know you have it. And they must clearly see and understand why it is better than all the other mousetraps.

**BOTTOM LINE:** Before you go out and spend a lot of your hard earned money on a website, social media, billboard, sign, vehicle, brochure, ad or any other marketing project, make sure you have the right message and you're sure that the right people will see it.

That will insure that you get a good ROI. And that translates to more referrals and more new customers... which should translate to more MONEY!



## YOUR PERSONAL APPEARANCE

I'M SURE I WILL OFFEND SOME PEOPLE WITH WHAT I'M ABOUT to say. And it mostly applies to smaller businesses.

So... if you're one of those people... you'll just have to deal with it.

Tests have shown and PROVEN time and time again that looks are extremely important when it comes to influencing other people... especially when selling.

I know that if I ever have to go up against George Clooney or Brad Pitt to make a sale, I am in trouble... and I mean deep trouble!

But, in this article, I'm not referring to physical attributes. None of us have any control over those. Here I'm specifically referring to your *appearance*.

How you dress and how you groom yourself both have a major impact on how you are viewed and perceived by other people...especially your prospects.

A while back I did a training workshop for pest control technicians. There were representatives there from eight or ten different pest control companies. Some were managers but most were technicians.

I was shocked at how some of those techs looked.

Some of them were...

- ➔ Unshaven.
- ➔ Wearing faded jeans with holes in them.
- ➔ Wearing dirty nasty coats and hats.
- ➔ Wearing shirt tails hanging out.
- ➔ Wearing hats & caps with commercial logos totally unrelated to the company they worked for.
- ➔ Wearing articles of camouflaged clothing.
- ➔ Adorned with outrageous tattoos & body piercings.
- ➔ Reeking of cigarette smoke.
- ➔ Obviously dipping a huge wad of smokeless tobacco.
- ➔ Scowling and unfriendly.

And, the amazing thing is... they came in off their work routes to attend the workshop!

The above fashion statements are interpreted by most of the mainstream general public as...

- ➔ Sloppy.
- ➔ Unprofessional.
- ➔ Untrustworthy.
- ➔ Uncaring.
- ➔ Unhealthy.
- ➔ Risky.

➔ Even dangerous.

The scruffy, unshaven “Duck Dynasty” look may be fashionable on TV, but baby boomers especially (the people with all the money!) are much more conservative and are more likely to consider it sloppy and unprofessional, especially when someone shows up at their front door looking like that.

So you need to decide who you want to appeal to.

Is it your social peer group?

Or is it those individuals who have lots of money and may want to give you some and purchase the product/service you are selling?

If it is the former... then go for it.

But... if it's the latter... you need to take a close look at them and then take a good look in the mirror.

Do you see a similarity... or a big difference?

The Law of Conformity states that we are automatically trusting and accepting of people who we perceive as being like us and we are automatically skeptical of people we perceive as being different from us. It's just the way our brains are wired.

**BOTTOM LINE:** Clean & neat trumps dirty & sloppy every time. Like it or not, we are judged by the way we look. First impressions are infinitely important... especially when it comes to selling.

(I know you are probably thinking of someone right now that this applies to. So am I.)



## TELL ME WHERE IT HURTS

IF YOU'RE ATTEMPTING TO SELL A PRODUCT OR SERVICE TO someone, the most important thing you must do is establish relevancy.

How is your product or service relevant to them and their life?

How does it affect them?

What will change for them if they make the purchase?

You do this by showing them how it will either alleviate a pain or bring pleasure.

**FACT:** People will make a purchase much quicker to alleviate pain than to find pleasure.

Why?

It has to do with our pre-programmed basic survival instincts. These types of decisions are made in our subconscious mind. This is the primitive part of our brain. It is sometimes referred to as our reptilian brain. It has been around for 450 million years. It is what I refer to as Elmo.

Advertisers and marketers are... for the most part... unaware of how to communicate with Elmo (the subconscious mind). Therefore they market to the conscious mind of the

consumer, thinking it only logical that, given the facts, people will reach the right conclusions.

**ANOTHER FACT:** People don't act logically. They act based on instincts (fight or flight) which have evolved in our brains over millions of years. And pain avoidance is one of the most primitive, basic instincts of all living things.

Knowing this and using it to your advantage will greatly increase the response you get from your marketing, advertising and sales presentations.

EXAMPLE: Domino's Pizza, founded by Tom Monaghan in 1960. (He sold it to Bain Capital in 1998 for \$1 billion!)

When people were surveyed and asked what they disliked most about ordering pizza, their answer was universal: *"You never know when it will arrive... and it is always cold."*

This was clearly a pain!

Once Monaghan had identified the pain, he presented the solution: *"Fresh hot pizza delivered to your door in 30 minutes or less or it's FREE!"*

And the rest is history.

**BOTTOM LINE:** You must establish relevancy!



## DOUBLE YOUR BUSINESS IN 12 MONTHS OR LESS

HOW WOULD YOU LIKE TO DOUBLE YOUR BUSINESS IN 12 months or less?

If you're like most business owners, you'd like to do that.

But, is it actually possible?

My answer is... YES... if you know how and are willing to do the work.

Actually, there is a very simple formula for doubling your business in 12 months or less.

And that is this: All you have to do is get each of your current customers to refer you to just one new customer over the course of the next year. If you did that, your business would double in 12 months.

Would you agree?

Now, just pick your typical customer... any one you think might be the average. If I gave you a whole year to get them to refer you to just one other person... and if your entire business survival depended on it... do you think you could do it?

When I ask this question in my workshops, almost everyone says "*most definitely YES*".

The problem is that it takes work, concentration and commitment. You must be focused and relentless.

But, isn't that true of almost anything worth attaining in life?

Whether it's your business, your organization, your Rotary Club, Kiwanis Club, professional association, garden club, hunting club, pest control company, church... or whatever entity it is you are trying to grow... if you can get each of your current members/customers to refer you to just one other member/customer... over the course of the next 12 months... you will double your numbers in a year.

And... if you fall short of the mark... you will still end up with lots of new customers for your efforts.

Think about it.

**BOTTOM LINE:** It's never too early and it's never too late to get serious about growing your business.

And the best time to start is NOW!



## THREE TIMES A DAY IS ALL IT TAKES

I WAS SPEAKING AT A PEST CONTROL CONFERENCE AND A GENTLEMAN came up to me and said, “*Hal, tell me something I can do to get some new customers fast!*”

I said, “OK”.

And here’s basically what I told him: If you want to grow your business or your organization, here’s a simple formula that will work.

Make a commitment to do at least three things... EACH AND EVERY DAY... that are totally focused on getting a new customer and nothing else.

Here are some examples of things you might do to stir up some new customers:

- ➔ Ask someone for a referral.
- ➔ Ask someone to introduce you to a specific person of influence in your community.
- ➔ Make a phone call to a former customer just to touch base and see if you can help them in any way.
- ➔ Go through your data base and make phone calls (just to let them know you are thinking of them).
- ➔ Collect a business card from someone you just met and send them an email offering your services.

- ➔ Invite a client or contact for coffee or lunch and YOU PAY.
- ➔ Attend a network meeting, collect business cards and FOLLOW UP.
- ➔ Drop off some flyers at a strategic location.
- ➔ Send a hand written THANK YOU card to someone.
- ➔ If your vehicle is marked, park it in a strategic location.
- ➔ Make a phone call and introduce yourself to a person of influence in your community.
- ➔ Attend a social mixer.
- ➔ Drop off a FREE GIFT to someone.
- ➔ Give your business card to a total stranger and introduce yourself.
- ➔ Volunteer somewhere in your community.
- ➔ Do something extra and totally unexpected for a customer/client.
- ➔ Do something totally unexpected for a prospect.

This list could go on and on.

**BOTTOM LINE:** If you will make it a point to do at least three things each and every day with the sole purpose of stirring up another customer... you will end up stirring up a lot of new customers over this next year.

I GUARANTEE IT



## PEOPLE PROBLEMS

THIS CHAPTER IS FOR BUSINESS OWNERS ONLY.

I can tell you that most of the problems you are having in your business right now... or ever will have in the future... are most likely people problems. They are either problems with YOU or problems with the people who work for you.

Usually it's a combination of both.

But... since YOU are the owner... well... unfortunately the buck stops with YOU. Sorry, but that's the bottom line.

If you are like most small business owners (including me), you have some of the following people problems:

- ➔ You can't do the things you love to do because you are too busy doing the things you have to do.
- ➔ You are spending too much time working in your business and not enough time working on your business.
- ➔ You have no time to spend marketing your business to get new customers.
- ➔ You have a manager who can't manage, but you pay him/her to do it anyway.
- ➔ You have a salesperson who can't sell, but you pay him/her to do it anyway.

## PEOPLE PROBLEMS

- ➔ You have people doing customer service work, either on the phone or in person, who have the wrong personality for it.
- ➔ You have employees who don't listen to a word you say (but you think they do).
- ➔ You have employees who do things their way and not your way.
- ➔ You have someone who needs to be fired, but you won't or can't do it because it would leave you in the lurch. (You don't do ongoing recruiting, therefore you have no ready replacements standing by.)
- ➔ You want to grow your business but you don't have the right people in place to help you do it.
- ➔ You won't turn certain things over to anyone else because you don't trust them to do it as well as you.
- ➔ You have a vision of what you want your business to look like... and it is different from the current reality.
- ➔ Your employees frustrate you and you don't know what to do about it.
- ➔ You lie awake at 2:00am with a knot in your stomach worrying about your business.

If any of this sounds familiar, just remember... you are NOT ALONE.

But it might be time for you to consider hiring a coach to step in and help you.

It is amazing how helpful it is to have someone you trust... and who has the knowledge and expertise... to look at you through a different set of lenses and help get you on track and make sure you stay there. It brings great COMFORT, RELIEF... and RESULTS!

Believe me, you will automatically operate at a different level when you know someone is supporting you and keeping you accountable and working with you hand-in-hand to move things forward.

Having the right coach is like being set FREE. It is like being able to breathe fresh air again. I know because I too have a coach!

Just remember this: People problems are solved by people. You are not alone in the world of small business. Other small business owners are lying awake at 2:00am sweating over the same problems as you.

**BOTTOM LINE:** Don't be afraid to reach out and ask for guidance and support if you need it. (After all... it's not like you're stopping at a gas station to ask for directions.)



## A WINNING WEBSITE COMBINATION

IF YOU HAVE A WEBSITE (AND GOD HELP YOU STAY IN BUSINESS if you don't) you need to be concerned about two BIG things:

- ➔ Having a website that is *easily found* on the internet (Traffic).
- ➔ Having a website that is *worth finding* on the internet (Conversion).

What this means... in the vast majority of cases is... you need two different people working together on your website!

You need someone who is a great Google Manipulator (SEO) and someone else who is a great Word Manipulator (Writer).

The biggest problem with most websites I see is that they are designed by web designers who know absolutely nothing about direct response copywriting and content creation. They design websites that are painfully out of sync with the pre-programmed nature of the human brain. They unknowingly use combinations of pictures and words that are in direct conflict with each other, thus creating confusion and disorientation for the reader. This almost without fail results in NO SALE! (And some of the worst ones are larger companies who use in-house web designers instead of direct response copywriters to produce their content.)

Lately I've been doing lots of website reviews for new clients and what I've been able to show them about their

websites has absolutely amazed them... and in some cases even shocked them!

When they tell me that they get very little business from their websites, I am able to show them specific reasons why and I give them a list of specific ways they can make the websites much more effective at converting viewers into new cash-paying customers.

**BOTTOM LINE:** There are really two main types of websites:

- Pretty websites
- Websites that make money

And the two are very seldom the same.

Which type do YOU have?



## WHY YOU GET DUMPED FOR A CHEAPER PRICE

ONE OF MY COACHING CLIENTS RECENTLY ASKED ME, *“HAL, what can I do about customers bailing out on me and going with another company for a cheaper price?”*

I said, *“Well... let me ask YOU a question... Do you have a dentist?”*

*Would you bail out on your dentist and switch to another one if you could save a few dollars?”*

*What about your family doctor... would you bail and switch if you found a cheaper one?”*

*How about your mechanic? Would you dump him for a cheaper mechanic?”*

*“What about your barber or hair stylist?”*

His answer to each of those questions was emphatically **“NO”**.

I said, *“So... why do you think people are quick to bail out on their exterminator in order to save a few bucks?”*

Here’s what I think:

- ➔ They have no **RELATIONSHIP** with the exterminator.
- ➔ They have not grown to **KNOW, LOVE & TRUST** the exterminator.
- ➔ They feel no sense of **DEBT** to the exterminator.

- ➔ They don't see much VALUE in the exterminator.
- ➔ They don't have much clue as to what the exterminator actually DOES FOR THEM.
- ➔ The exterminator hasn't EDUCATED them properly.
- ➔ They view the exterminator as an EXPENDABLE ENTITY.

Most people would never think of dumping their dentist, doctor, mechanic, or hairdresser just to go with a cheaper price. And it's all because of the RELATIONSHIP.

We don't normally dump people we know, love and trust... especially when they are taking care of us.

**BOTTOM LINE:** If you will work harder to develop a knowing, loving and trusting relationship with your customers, you won't get dumped for a cheaper price. (When I owned my pest control company I was the most expensive company in Atlanta and I averaged double-digit growth for 18 years!)

Yes... I do realize there are exceptions...but for the most part... it is a FACT.



## THE AWESOME POWER OF TESTIMONIALS

DO YOU COLLECT TESTIMONIALS FROM YOUR CUSTOMERS AND use them to market your business?

If you don't, you need to start right now...TODAY. I'm dead serious.

There is nothing more powerful than a great testimonial to persuade other people that YOU are someone they should be doing business with.

**FACT:** What someone else says about you is a thousand times more powerful than what you say about yourself.

You should get testimonials from any and everyone who is willing to say something good about you and your product/service. And you should show those testimonials to as many people as you possibly can via your marketing and advertising.

You should include at least one really good testimonial on your...

- ➔ Website
- ➔ Ads
- ➔ Brochures
- ➔ Flyers

- ➔ Door hangers
- ➔ And yes, even your business cards

I use testimonials on all of my websites and ads and I can honestly say that those testimonials play a major role in bringing new clients and new customers to my door ready to do business with me.

And... the more information you can include on a testimonial the better (I'm referring to the person supplying the testimonial).

I always include (with permission from the testifier) first and last name, city, what business they are in and their telephone number. I don't think I've ever had anyone refuse to allow me to include their contact information. And, the more contact information you can include, the more believable and credible the testimonial is. Just putting someone's first name and last initial, such as "John D." creates doubt in the mind of the reader and tests confirm that they seriously question the honesty of the testimonial.

Example of a POOR testimonial: *"ABCXYZ is a good company and I would recommend them to anyone needing pest control."* Mary S.

Example of a GREAT testimonial: *"ABCXYZ showed up on time and solved my pest problem when 3 other companies had failed to do so. I've been using them for 5 years and they have never been late a single time. And they always deliver more than what I expected. Their technicians are clean, neat and polite. They truly*

*are an honest company you can trust to do the job right!"* Fred Johnson - Attorney, Atlanta, Ga. 770-777-7777

Here's a simple and highly effective technique you can use to gather great testimonials. Anytime someone brags on you or tells you how much they appreciate the good job you did or how you were able to solve their problem quickly and efficiently, you simply ask, *"Do you mind if I use what you just said as a testimonial?"* That's what I do and I can't recall ever having anyone say *"No you can't"*.

Then you simply write down what they told you and email it to them for approval or just call them and read it to them over the phone.

When I owned and operated my pest control business, I even offered to pay my technicians a bonus when they brought in a testimonial. Testimonials are like gold. They lead to more sales.

**BOTTOM LINE:** I can't think of anything that will help you close more deals and get more new business than the proper use of great testimonials. You need to start collecting them TODAY!

(And the ones from your mother don't count.)



## THE IMPORTANCE OF YOUR OPENING LINE

LEGENDARY MARKETING GENIUS DAVID OGILVY ONCE SAID, *“If you’re selling fire extinguishers... open with a fire!”*

What he meant was this: It is very important that, when making a sales presentation, you get to the point quickly... and dramatically!

You’ve heard me say many times before that it is the subconscious mind that almost always makes the buying decision. And the subconscious mind (Elmo) is very lazy. It also becomes bored very quickly and, if you beat around the bush, it will tune you out quicker than a P.E.T.A. member will protest a dead roof rat in a snap trap.

If you’re selling seat belts, show a picture of someone’s head through a windshield.

If you’re selling burglar alarms, show a masked man entering a home through a broken window.

When making a termite sales presentation you should begin by showing them massive termite damage and then tell them you can get rid of the termites FAST, at a GREAT PRICE, backed by a DYNAMITE WARRANTY!

They need to clearly see the problem and then have you offer the solution.

It's very easy to get sidetracked and go off on a tangent that leaves the prospect bored and uninterested. If this happens, you're toast!

In most cases, if your prospect is the type who is really interested in all of the history or technical details, they have already gone to the internet and gathered all of the information about it they need anyway.

**BOTTOM LINE:** You just need to show them the fire and then sell them the fire extinguisher.



## FACT....OR MAYBE NOT

SOMETIMES PEOPLE MAKE IMPORTANT DECISIONS BASED ON false information. Of course you already know that.

But here's something interesting for you to contemplate.

We've already talked again about how your subconscious mind likes to make quick... sometimes seemingly instant... decisions. It is lazy. It doesn't like to work. If it can't decide quickly, it simply forwards the information on to the conscious mind for further processing.

The problem with this system is that sometimes the subconscious mind makes a quick decision based on what appears to be FACT, when in fact, it is NOT a fact... and this can get you into trouble!

Example: Work the following problem in your head and you will arrive at the answer quickly. (Make sure you determine the answer before you continue reading.)

A bat and ball set costs \$1.10. The bat costs \$1.00 more than the ball. How much does the ball cost?

Now... if you said that the ball costs \$.10... you would be arriving, just as most people do, at the most obvious answer.

However, your answer would be incorrect. The ball does NOT cost \$.10!

If the total cost for the set is \$1.10... and the bat costs \$1.00 more than the ball, then the bat would cost \$1.05 and the ball would cost \$.05.

Take a few moments to figure it out in your head (or on paper if you need to).

Now... think about this.

What if I reframe the question and ask it this way: If a bat costs \$1.05 and it costs \$1.00 more than the ball, how much does the ball cost?

Your answer would most likely be that the ball costs \$.05... and you would be correct.

**BOTTOM LINE:** Sometimes you know for a FACT that your prospect is basing his/her buying decision on false information or a false assumption. In such cases it is important that you frame your value proposition (What's in it for ME?) in such a way that it is absolutely, positively and undeniably... CRYSTAL CLEAR.



## AWESOME POWER OF FREE

**FACT:** There is no better way to get someone to know, like and trust you than to give them something of VALUE for FREE.

The Law of Reciprocity states that, if I give you something, you automatically want to reciprocate and give me something in return. If I do you a favor, you want to return that favor.

Question: When was the last time you gave one of your customers a FREE service or FREE gift... for no particular reason at all... other than to show them your gratitude and appreciation for doing business with you?

I have a friend who owns a small restaurant. Awhile back we were discussing some ways he could get more new customers. I suggested that, every now and then, he just comped a sandwich or dessert for one of his VIP regular customers just to show his appreciation for the fact that they came into his restaurant and spent money on a regular basis.

He looked at me like I'd been standing out in the sun too long. He didn't get it at all. His response was, *"I can't give away a \$7.00 sandwich. If I start doing that I'll go broke."*

I said, *“No. Actually if you will do that from time to time, they will come into your store more often, spend more money and they will bring more people with them.”*

I might as well have been talking to a fence post.

In the pest control industry, it's easy to find ways to give your customers value without charging them for it.

Example: The next time you find a yellow jacket nest at a customer's home, just go ahead and kill it and then tell the customer, *“We normally charge \$69.00 for exterminating a yellow jacket nest, but today it's on me. It's my FREE gift to you just to let you know how much I appreciate your business.”*

Other things you can do for FREE (especially when you're already at their home):

- ➔ Kill wasps, yellow jackets & hornets.
- ➔ Apply caulking around pipes, vents, cracks, louvers, etc.
- ➔ Trim some bushes or shrubs in contact with house.
- ➔ Waive monthly service fee, renewal fee, etc.
- ➔ Do a free spot treatment.
- ➔ Etc., etc. etc.

I hope you get what I'm saying here.

**BOTTOM LINE:** When it comes to selling, the most powerful response-generating word in the English language is the word FREE. Use it to your advantage, and your customers will appreciate you more and they will be much more inclined to go out of their way to refer you to others.

And then you can find ways to do FREE things for the new customers!



## THE FIVE FUNDAMENTALS OF A GOOD AD

IF YOU'RE GOING TO GROW YOUR PEST CONTROL BUSINESS... OR any other home service business such as roofing, plumbing, heating & air, electrical, lawn care, etc... you're going to have to plan on doing some advertising. And you'd better not depend on advertising agents to build your ads for you because most of them only know how to sell one thing... and that is advertising.

So, let's take a minute and talk about what makes a good ad. (In this article I will use the term ad to also mean websites because that's really what a website is. It is an ad.)

A good ad is an ad that SELLS. It generates buying responses from the readers that result in them choosing to purchase your product/service.

A poor ad is an ad that doesn't sell. It fails to generate buying responses from the readers and therefore they do not purchase your product/service.

Hence, a good ad will *make* you money and a poor ad will *cost* you money.

There are 5 basic fundamentals that should be included in any ad or on any website in order to make it successful.

Sadly, most ads don't contain many, if any of these 5 things. And they are mostly written by professional advertising agents or web designers who simply do not understand direct

response marketing. They conform to the most contagious and deadly forms of conventional advertising wisdom... which means their ads are only minimally effective... and they charge you and me a fortune to produce them.

A really good ad must...

1. **GRAB ATTENTION** - This can be done in lots of ways, including using graphics or simply with a big, headline that makes a bold statement or promise of benefit to the reader. The danger with graphics is that, in many cases, they actually do more harm than good. Graphic designers are notorious for destroying what otherwise could have been a pretty good ad. Remember: The ad must be easily **READABLE**. And any graphics used should be **PERTINENT** to the product or service you are selling.
2. **SHOW AN ADVANTAGE OR BENEFIT** – The ad must clearly show the **WIIFM**, or “*What’s In It for ME?*” to the reader. It must answer the question, “*Why do I need this?*” You must never assume that the readers will figure this out for themselves. That requires the subconscious mind to have to work and the subconscious mind, as you’ve already learned, hates to work.
3. **PROVE IT** – This is most often done with testimonials but can also be done by presenting test results or study findings. Proof is a powerful buying response generator.
4. **PERSUADE PEOPLE** – The ad must persuade the reader to buy the product. This is salesmanship in print. It is the key to selling anything. There are many strategies and techniques

to accomplish this, but the ad or website must persuade viewers to act. If it doesn't, they won't.

5. **ASK FOR ACTION** – The ad must contain a 'Call to Action'. It must tell people exactly what you want them to do and how to do it. Here are some examples of calls to action:
  - ➔ Call Today For FREE Consultation and FREE Estimate
  - ➔ Call 777-777-7777 Today for FREE Sample
  - ➔ Click Here for a FREE Report
  - ➔ Visit Our Showroom and Receive a FREE Gift

If you simply stick a phone number in an ad with no specific call to action, you will lose business.

**BOTTOM LINE:** Most ads simply contain the name of the business, phone number, address, list of features, list of memberships, etc. along with some form of graphics. And, in many cases, the graphics are totally irrelevant to the product being sold!

And that is why most ads (and websites) fail to harvest nearly as many new customers as they could or should.

Now... go take a look at YOUR ad or website and see how it measures up!



## A THOUSAND THINGS TO CONSIDER

CONTRARY TO WHAT MOST SMALL BUSINESS OWNERS BELIEVE, successful marketing is not any one big thing... it is a thousand little ones.

With that in mind, I want to ask you to answer the following questions... and please be honest with yourself.

Is your business growing steadily?

Is it growing at a rate that is satisfactory to YOU?

If it's not, do you know and understand why?

Are you just winging it or do you have a system and a plan for consistently marketing and growing your business?

Can you distinguish yourself from your competition in a way that people clearly understand and relate to?

Can you offer your prospects and potential customers something of value that no other company can or does?

Can you tell someone in thirty seconds or less exactly why they should do business with YOU instead of your competition?

Are you making a bold promise and/or statement of benefit?

Do you have a powerful, dynamic, compelling, seductive, hypnotic, irresistible bread & butter sales letter designed to persuade people that YOU are a person they should be doing business with?

Do you truly understand the importance and urgency of marketing your business effectively on the internet?

Are you getting enough new customers directly from your website?

Do you know what makes people land on a website and then pick up the phone and call you?

Do you know the top 12 psychological buying response triggers that cause people to choose one ad or one website over another?

Are you using videos on YouTube to market your business?

Are you spending time in your community networking and building long-lasting referral partnerships with other business men and women?

Are your employees consistently generating referrals and sales?

Do your employees know how to generate referrals and sales?

Have you trained your customers specifically on how and why they should tell other people about you?

Are people in your organization held accountable to certain performance standards and guidelines?

Do you know how to get a person to say YES to you over and over again?

Do you understand the real reason why some people hesitate to make a buying decision?

Are you spending enough time working ON your business instead of IN your business?

These are just a few of the thousand things you need to consider. There are hundreds more questions you can ask yourself about marketing and growing your business.

**BOTTOM LINE:** Are you doing enough of those thousand things to get you to where you want to be?

Consider this: Each NO or "I Don't Know" answer = lost business and lost revenues... and that is a FACT.

I hope you will read this chapter again and put some serious thought into what YOU can do to get more new customers.



## TELEMARKETING MADE EASY...(ER)

SOME OF MY CLIENTS USE TELEMARKETING AS AN EFFECTIVE strategy to get more new customers.

But, almost without exception, they are all making some serious mistakes (at least until I show them what's happening).

One BIG MISTAKE is this: When someone answers the phone, they introduce themselves and they start the conversation with trivial small talk... which is a total waste of the prospect's time and will get you rejected and hung up on quicker than an incoherent teenage boy asking to speak with your 15 year old daughter!

When you make a telemarketing call, you are automatically an uninvited pest. The key to success is knowing how to transform yourself into a welcome guest as quickly as possible. And I do mean QUICKLY!

And you don't do that by making comments on the weather or last night's big football game. You do it by getting to your VALUE PROPOSITION immediately. You have to let the person on the other end of that telephone know, in no uncertain terms, the WIIFM (What's In It For ME?). You have already disturbed them from whatever they were doing so you'd better make it worth the disturbance... and you'd better make it FAST.

Example of a BAD way to start the conversation: *"Hello, Mr. Johnson, my name is Bob with ACME Exterminating. How are*

*you today? Well that's good. Are you enjoying this sunny weather we're having? Yes sir. Me too. How 'bout those Braves?"* (Just so you know, by now I have already hung up on you.)

Example of a GOOD way to start the conversation: *"Hello, Mr. Johnson, my name is Bob with Acme Exterminating. The reason for my call is to offer you 3 months FREE Pest Control Service. Is that something you might be interested in today?"*

Now... if Mr. Johnson says "NO"... you simply say *"Sorry to bother you sir. I hope you have a great day."* And then you hang up and move on the next call.

But... if he says "YES" or *"I might be"*... then you ask this question: *"May I take just a few seconds to explain the special offer we're making today to you and your neighbors?"* To which he will almost always reply *"Sure"*.

Now you have been invited by Mr. Johnson to give your sales pitch. That one point alone will increase your conversion rate significantly... and that is a FACT.

But... on the other hand... if you begin the conversation with anything that remotely resembles the usual telemarketing two bit mindless small talk... you will reduce your chances of acceptance dramatically. And that too is a FACT.

**BOTTOM LINE:** When selling via telephone cold-calling, you'd better get to the value proposition in a hurry or it will cost you dearly.



## LEARN TO TALK LIKE THE MAN ON THE 6 O'CLOCK NEWS

THERE IS A SONG WRITTEN BY LEGENDARY SONGWRITER BOB McDill. It is entitled, "Good Ole Boys Like Me".

Below is a snippet from the song:

*"When I was in school I ran with a kid down the street. I watched him burn himself up on bourbon and speed. But I was smarter than most and I could choose. Learned to talk like the man on the 6 O'clock News."*

The singer was observant of the people around him and knew that he wanted something better for himself. He was smart enough to see that, by learning to speak the language of influential people... people who are trusted, admired and respected... he would have a much better chance at success.

Awhile back I had a casual conversation with a young man who was 26 years old.

I asked, "So, *what do you do?*"

His answer went something like this: *"Like I'm just having fun, you know. I like just take it one day at a time you know. Life is like too short. I'm like in a great relationship with this cool chic and like we just hang out you know. I'm like looking for a business opportunity where I can like make some real money."*

It seemed like every third word he said was “like”. And about every fifth or sixth word was profanity, including several F Bombs.

He thought he was really cool. He thought he was impressing me with the story he was relating. But the whole time I was thinking to myself, *“This young man will never go very far in life unless his communication skills change drastically. He has no goal, no ambition... and he cannot communicate in a manner that is acceptable to people of power and influence.”*

He spoke using words and language that are perceived by such people as uneducated, immature and disrespectful.

**BOTTOM LINE:** If you want to succeed as an influencer and persuader, you need to learn to speak the same way they do. It would be of great benefit to some people to put in some time and effort to refine and fine tune their language and communication skills and learn to talk more like the man on the 6 O'clock News.

Or at least speak clearly enough so I can understand your dang phone number when you leave it on my answering machine!

I'd appreciate that a lot.



## WHO'S ANSWERING YOUR TELEPHONE?

YOUR TELEPHONE IS, WITHOUT A DOUBT, ONE OF YOUR MOST valuable tools to help secure new customers and new business. But it can... and often is... a very costly liability.

All of your marketing and advertising is designed for one purpose and that is to persuade someone to pick up the phone and call you. If you blow the call, you have wasted a lot of time and effort for naught.

**FACT:** When a prospect is calling around trying to find a company to do business with, they are most likely to go with the one that captures them in the **FIRST** conversation!

When I owned my pest control business and was in the office every day, I was quick to answer the telephone. I can't tell you the number of times someone would say to me, *"You are the first person I've talked with who actually took the time to answer my questions and explain to me what I need to do. The other people I spoke with weren't interested in helping me. They just wanted to schedule an appointment to send someone to my home."*

And guess who got the business. It was the person they felt was **SINCERELY** interested in **HELPING** them solve their problem.

**ANOTHER FACT:** If you have the wrong person answering your phone, it is costing you sales and new business each and every day.

The person answering your telephone should...

- ➔ Have an outgoing personality.
- ➔ Be energetic.
- ➔ Be a genuine people person.
- ➔ Be very patient.
- ➔ Be sympathetic.
- ➔ Be empathetic.
- ➔ Be compelling.
- ➔ Be seductive.
- ➔ Be hypnotic.
- ➔ Be WELL TRAINED... and then trained some more.
- ➔ Be knowledgeable about your products/service and be skilled at selling them.
- ➔ Understand the Law of Reciprocity and how to use it to get people to say YES.
- ➔ Understand how to schedule an appointment without pressure.
- ➔ Be willing to listen for a long time.

- ➔ Be able to handle major stress with a smile and a wink.
- ➔ Be a take-charge person when it is necessary.
- ➔ Understand that, once a prospect hangs up the phone... if there was no help given... no problem resolution... the odds of you hearing back from them are slim to none.

I once hired a young girl as an office assistant. Her main job was to answer the phone. She was the least qualified of all the others I interviewed. I asked her, *“Why should I hire YOU when you are the least qualified?”*

Her answer was exactly what I was looking for. She said, *“Because I can light up the people on the other end of that phone. I don’t care how mad or upset they might be. I can put a smile on their faces. I can make them believe that your company is the greatest pest control company in the world.”*

And I knew that, if she could do that, it would be putting money in the bank!

**BOTTOM LINE:** You might need to take a closer look... and a LONG LISTEN... to who is answering your telephones. They are either making you money or costing you money. If it's the latter, you need to give them another job or replace them with someone who represents you and your company the way you want and need to be represented.

And it helps if they know how to make good coffee. (just kidding)



## BUILD A BETTER MOUSETRAP

WHEN IT COMES TO YOUR BUSINESS... DO YOU THINK YOU have a better mousetrap?

Ralph Waldo Emerson said, *“Build a better mousetrap and the world will beat a path to your door!”*

Well... not if they don't know you have it. And they must clearly understand why it is better than all of the other mouse-traps. They must clearly understand the benefit of purchasing YOUR mousetrap.

Obviously YOU know why it's better, but if you can't effectively convey it to your prospective customers, they probably won't buy from you.

This is the number one reason why most small business owners... including pest control operators, roofers, plumbers, electricians, HVAC and other home service businesses ... leave a lot of money on the table that they otherwise could have put in the bank.

Here's a FACT (Most business owners hate to hear this one): People out there in the real world couldn't care less about you and your company. It is totally meaningless to them in the grand scheme of things.

What they do care about is this:

- ➔ What is it that you really do?

- ➔ What can you do for THEM?
- ➔ What do you have to offer THEM?
- ➔ What problem can you solve for THEM?
- ➔ What pain can you alleviate for THEM?
- ➔ How can you improve the quality of THEIR lives and/or THEIR businesses?
- ➔ How can you add to THEIR bottom line?
- ➔ How can you make THEM smile?
- ➔ WIIFM (What's in it for ME?)

They only care about THEM. They don't care about YOU. Sorry but it's true (Elmo, the subconscious mind, is extremely self-centered)!

You must know what it is... *exactly*... that your prospective customer wants and then give it to them.

And it's very important that you give them MORE than what they expected.

If you're in the pest control business, you're not in the business of selling dead bugs. You are actually selling PEACE OF MIND.

- ➔ You are taking away their fears and concerns about damages to their homes and property.
- ➔ You are removing the threats of serious diseases or harm to their families and/or pets from any types of invading pests.

- ➔ You are protecting them from harm... both physical and financial.
- ➔ You are helping them sleep better at night.
- ➔ You are providing a source of dependable information.
- ➔ You are improving the quality of their lives.
- ➔ You are an advocate on their behalf.
- ➔ You are a trusted advisor.
- ➔ You are a dependable friend.

“Dead bugs” can get you in the door but it certainly won’t keep you there... not by a long shot.

There are a thousand and one other pest control companies out there who can get rid of the bugs. If that’s all you have to offer, you become just another commodity and you will almost always lose out to a lower price or a better offer. You simply can’t compete for long at that level. It is non-sustainable.

**BOTTOM LINE:** You need to figure out what it is you can do for your customers that no other company can do. Find a way to be different. Then make sure they clearly understand the difference and how it directly benefits them.

Once you can do that, you are well on your way to harvesting lots more referrals and lots more new customers!



## THE HIGH COST OF WASTED TIME

HERE'S SOMETHING THAT MIGHT INTEREST YOU. IT MIGHT ALSO make you want to throw up, so don't say I didn't warn you.

Let's assume you have an employee who wastes one hour on the job each day. Or, it could be YOU who wastes one hour a day. You know... personal telephone calls, smoke breaks, water cooler conversations, swapping jokes, surfing the internet... or simply staring out the window and daydreaming from time to time.

There is an average of 250 work days in a year. And, if an employee (or YOU) wastes one hour each day, that comes out to 250 hours wasted per year.

Are you with me so far? Good.

Based on a 40 hour work week, that comes out to over SIX WEEKS WASTED PER YEAR!!!

Holy smokes! If you have 8 employees and you pay them each an average of \$35,000.00/yr. and they each waste one hour a day, that means you are paying for 2000 hours of wasted time. That's the same as paying \$35,000.00 a year for a 9<sup>th</sup> employee who doesn't even exist. It is \$35,000.00 down the toilet for NOTHING!

**BOTTOM LINE:** The amount of lost production and lost revenues due to poor time management... i.e. wasted time... in any business... is absolutely staggering.

So, the next time you see one of your employees wasting time... or you find yourself wasting time... just think of these numbers and remind someone that, as long as they are on the clock, you expect them to be working and producing.

After all, that's what you pay them... and yourself... to do.  
Right?

FYI... reading this book should *not* be considered a waste of time... especially for those of you who take away something from it that helps you to be more successful.



## **“I’M GONNA MAKE ’IM AN OFFER HE CAN’T REFUSE!” VITO CORLEONE**

CLOSE YOUR EYES AND IMAGINE THIS SCENARIO. (NEVER MIND. Don’t close your eyes. If you do that, you won’t be able to read the scenario!)

It’s the night of the Super Bowl. A dozen guys have gathered at Fred’s apartment to watch the big game. They do this every year. They are all fanatical, rabid football fans. Fred has a \$500.00 bet placed on his favorite team. It is halftime and the score is tied. The scene is tense and dramatic!

Outside, the weather is brutal. It is 10 degrees below zero with blizzard conditions.

The telephone rings and it is Fred’s girlfriend. He listens to her intently for a moment and then his eyes widen and he displays a wry smile.

He says, *“I’ll be right over”* and then hangs up the phone.

Then he turns to his buddies, gives them a wink, and says, *“Sorry guys, I gotta go.”*

He puts on his coat, hat, scarf and gloves, gets into his car and leaves the biggest and most exciting football event of the entire year... and his annual party with his pals... and drives 27 miles in a blizzard to go be with his girlfriend.

Now... I ask you this... why in the world would Fred do such a thing?

The answer is simple: Fred's girlfriend made him an *offer he couldn't refuse!*

Yes. And she put a deadline on it. She made it so compelling and seductive and irresistible that, at that particular moment, nothing else mattered. Fred absolutely could not say NO. He had to act NOW in order to take advantage of her INCREDIBLE OFFER!

**BOTTOM LINE:** Ask yourself this question: What kind of offer or deal have you promised to the prospects and potential customers in your community in order to compel and seduce them to PICK UP THE PHONE AND CALL YOU RIGHT NOW?

Think about it.

(Or, maybe you should give Fred's girlfriend a call!)



## HOW TO CREATE SIGNS THAT SELL

IF YOU'RE GOING TO BE IN THE PEST CONTROL BUSINESS, ROOFING business, plumbing business, lawn care business... or any other home service business... you're going to need a sign. Signs cost money. In many cases, they cost A LOT Of MONEY. So please pay close attention to the following observation.

The other day I was watching a baseball game and I saw all of these commercial signs in the background. They were all attached to the outfield fence. And I began thinking about those signs.

When I'm riding up and down the roads and highways I see signs posted everywhere. I see signs on buildings, in front of buildings, on windows, and on the sides of vehicles.

I see billboards and banners. When I'm sitting in a restaurant, I look around and see signs.

Let's face it folks, we live in a world of signs.

Did you know that the #1 most effective advertising media in the world is signage?

The FACT is... you can stick a sign up in front of someone's face almost anywhere and at any time and force them to read it. In most cases, they can't help it. It's just the way our brains work.

And here's another FACT: If the sign doesn't say something moving to the person viewing it, it is probably NOT going to move them!

Now, I want you to go back and read that last sentence five times... and then stop and think about it.

And in order for a sign to be moving, it needs to be emotional. And in order for it to be emotional, it needs to touch something... some issue... in someone's life or business that they are dealing with.

A sign needs to say something. It needs to tell a story. It needs to trigger a reaction in the mind of the viewer in order to generate a buying response. It needs to move them to action and cause them to pick up the phone and call you and do business with you.

**Example #1 - Vote for Fred Johnson**

**Example #2 - *"Vote for Fred Johnson and LOWER YOUR TAXES NOW!"***

**Example #1** simply tells you to vote for Fred Johnson

**Example #2** tells you WHY you should vote for Fred Johnson. It is also in quotation marks and italicized, which means *someone actually said it!*

Make sense? I hope so.

Now, let me ask you this: Do you use signage to promote your business? I'm sure you do.

Actually your business card is a sign. It is a small little sign you give to someone. They view it, and then choose to either keep it or throw it away.

Why would they want to keep it?

Why would they choose to throw it away?

Which would you prefer they do?

You want them to keep it of course.

Well, ask yourself the same question about your other signage. Do you want them (actually their subconscious minds) to save it... or delete it?

What I mean is... do you want them to remember your sign or forget about it?

Of course you want them to remember it. But for what? Aha....that is the big question!

Advertising agents are fond of saying, "*We will get you noticed!*" My question to them is always, "*Noticed for WHAT?*"

You see, it's very important WHY someone is noticing you. I'm confident I could put on a pink thong and run through the shopping mall and get noticed. But for what?

A brightly colored vehicle will get noticed. But, once someone notices it, what does it say to them?

What compelling message does it deliver?

What irresistible offer do they find there?

After someone notices the vehicle, what else does the vehicle do to convert the viewer into a new paying customer?

Getting noticed is only half of the equation that leads to more new business. The other half is the FOR WHAT?

**BOTTOM LINE:** If your signs don't contain the FOR WHAT... in a clear, concise, compelling, message... YOU ARE LEAVING A LOT OF EASY MONEY ON THE TABLE... that you could be putting in the bank.

And that also is a FACT!

(If you call Fred's girlfriend, she can help you with your sign also.)

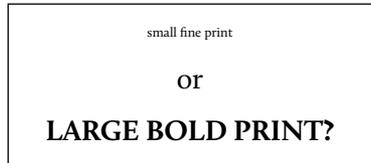


## SIZE DEFINITELY MATTERS... AND HERE'S PROOF!

BUSINESS MARKETING IS MUCH EASIER WHEN YOU UNDERSTAND that *size really does matter*.

You want proof? OK...here it is.

Which is easiest to read...



There... I just proved it.

When it comes to sending your marketing message out to your community... especially in the form of signage on your storefront and your vehicles... size definitely matters.

How many times have you seen a vehicle pass by and you couldn't read what it said because the print was simply too small? I see this every time I drive on the highway.

Or, how many times have you passed by a business and tried to read what was on a sign and couldn't because the print was too small?

The next time there is a local election in your city or town, notice how many yard signs you see that have print that is too small to read from the road.

**FACT:** In most cases, we don't even try to read small print on signs. Our subconscious minds immediately skip the small print and switch off to something else when they see that there is going to be a problem.

Reading a sign from a passing vehicle presents a problem simply due to the fact that you are moving. Add print that is too small and you have seriously compounded the problem of delivering your intended message to your viewers. To put it bluntly... you just wasted a lot of money on a sign that people can't... or won't even attempt to... read.

And the same thing holds true for wrapped vehicles and signs where the text is all mingled together with busy graphics to the point that it takes a second look to try to sort it out. Your subconscious mind doesn't like to give second looks. It is too lazy to do that. So the message simply goes unread.

**BOTTOM LINE:** If you are thinking of getting a new sign for your storefront or your company vehicle... make sure you can read it... and I mean every word of it... from a long way off. Check it out. Stand far away and take a look at it. If you can't easily read it, it needs to be BIGGER!

(And buying reading glasses for yourself will NOT correct the problem.)



## GIVE 'EM THE PICKLE

EVER HEARD OF FARRELL'S ICE CREAM PARLOR AND RESTAURANT? It was founded by Bob Farrell in 1963. They have several locations in Southern California and Hawaii. It's an old-fashioned parlor type atmosphere. Besides ice cream, they also sell sandwiches and other short order menu items.

Farrell's has a tradition of giving you a large dill pickle with each short order. The pickles are contained in a large glass jar at the end of the counter next to the check out.

A few years back, in order to cut costs and increase cash flow, some Farrell's locations began charging a dime for the pickles. This act resulted in an immediate flood of telephone calls from angry customers... directly to Mr. Farrell... threatening to boycott his stores if he didn't quit charging for the pickles.

Apparently a FREE PICKLE was worth a lot more than some of the store managers thought.

Mr. Farrell's response to the managers? *"GIVE 'EM THE PICKLE!!!"*

You see, he knew that a loyal, faithful customer was worth a heckuva lot more than a pickle. To him, there was no question about what to do.

In the pest control business... or any other business... we need to understand the value of the FREE PICKLE.

Each time we service an account, we need to be on the lookout for a pickle we can give our customer.

When we do something FREE for our customers (something we could charge for), it creates two things... appreciation and obligation. It's called The Law of Reciprocity.

If we give something of value to someone, they appreciate it and they feel obligated to give something back to us. In this case, we hope it will be a referral or recommendation.

**BOTTOM LINE:** If you nickel & dime your customers and try to make money off of them every chance you get, they will sooner or later feel taken advantage of and they will leave you.

Someone else will eventually come along and give them a pickle... and YOU will be history.

So, the next time you have an opportunity, give your customers a pickle. Trust me... your payback will be a great ROI.

And it just might keep YOU out of a pickle later on!



## HOW TO HANDLE OBJECTIONS

I WAS HAVING A CONVERSATION WITH SOME FELLOW SMALL business owners awhile back and we got on the topic of selling. One guy asked me what I thought was the best way to overcome objections.

Now, this is an important subject because, after all, the less people object, the more they buy... right?

I said, *“I think the best way to handle an objection is to not get the objection in the first place.”*

He laughed... but I was dead serious.

I pointed out a study done a few years ago by two psychologists, Harold Gerard and Morton Deutsch. They PROVED that a person is up to 5 TIMES harder to convince to change his/her mind once they have openly and physically stated a belief or position. It is, therefore, very important to address an objection BEFORE it is stated rather than afterwards. Once a person actually states the objection, you have lost a lot of leverage.

Are you with me so far?

Here’s an example: If I state my price as \$57.00 and the prospect says to me, *“I think \$57.00 is too much. I can’t afford it“*... then he is going to be hard to convince otherwise. I now have to persuade him to change his mind and position. In order for

that to happen, he will have to admit that he was wrong and that is a hard thing for most people to do (especially men).

So... it would be better if I said to him first, *“Now some people might be inclined, at first, to think \$57.00 is too much and they can’t afford it. But they would be mistaken, and here’s why.....”*

I then proceed to explain why \$57.00 is not too much money for what he is getting and how he actually *can* afford it. I proceed to create the value and justify the cost in his mind before he comes out with the objection.

Now I have handled the objection BEFORE he comes out with it and I have a much greater chance of him not physically stating it at all.

Victor Antonio explains this further in his book [Response Block Selling](#).

**BOTTOM LINE:** If you will keep this strategy in mind and make it a practice when delivering proposals and presentations, it will definitely increase your closing percentages.

And that... will definitely get you more new customers!



# HOW TO CHARGE THE HIGHEST PRICE IN TOWN (AND GET MORE NEW CUSTOMERS AT THE SAME TIME)!

THERE ARE ONLY 3 WAYS TO GROW YOUR BUSINESS.

1. Find more new customers to sell your products/services to.
2. Sell more products/services to your current customers.
3. Raise your prices.

When it comes to prices, let me ask you this question: When was the last time you raised your prices?

For most business owners, this is a terrifying thought. They believe... and incorrectly so... that huge numbers of customers will bail out and cancel their services if given a price increase.

The FACT is... most businesses just don't know how to raise their prices and get away with it.

Actually, there are some distinct advantages to charging a higher price than your competitor.

Does that surprise you?

Probably.

So, let's take a look at a few things that might change your mind.

To begin with, I'm putting my money where my mouth is. I owned and operated a successful pest control business for 18 years. And during that time, I was absolutely the highest priced pest control company in the Atlanta area, with very few, if any, exceptions.

And my company averaged double digit growth for 18 straight years, until I sold it in 2008.

How was I able to charge much higher than average prices and still get plenty of new customers? The answer is... because I found ways to JUSTIFY my prices. I gave them value.

Chuck Reaves says, *"Price is not an issue if you have properly established your value."*

Price is what you pay for something. Value is what you get in return. I was able to offer a much higher value... at least in the minds of my customers.

Ah... in *their* minds! That's where the reality exists.

- ➔ What do they think?
- ➔ What is their perception?
- ➔ How do they feel?
- ➔ What do they expect?
- ➔ What are they really looking for?

And... more importantly... what do they perceive they're getting?

These are the questions you must be able to answer if you want to set yourself apart from your competition and successfully command a higher price for your services.

When I owned and operated my pest control business I created an EXPERIENCE for my customers. I used every way I could think of to not only *educate* them, but to *entertain* them as well. I wanted to give them something that they absolutely could not get anywhere else.

My company was like no other pest control company. I literally created a culture of faithful followers. And they were willing to pay me more money to be a part of that culture!

- ➔ I created and produced audio CDs and Videos as marketing tools and to entertain my customers.
- ➔ I published my own magazine (which I called, The Homeowner's Pest Protection Manual).
- ➔ I blogged.
- ➔ I did live speaking engagements.
- ➔ I wrote and published lots of humorous articles and letters to my customers.
- ➔ I did a monthly newsletter.
- ➔ I became involved in the community.
- ➔ I got to the movers & shakers.
- ➔ I made it a point to be seen with all of the right people in all of the right places.

- ➔ I learned how to get myself into the newspapers and on the radio and television on a regular basis (FREE ADVERTISING).
- ➔ I wrote newspaper articles.
- ➔ I had people talking about me.
- ➔ I became the “Bug Guy” everyone knew, loved and trusted.
- ➔ And I learned how to convey my unique message in my oral and written presentations and on my website in such a way that they (they meaning those people who were willing to pay more) got it.

And they proved for 18 straight years that they were willing to pay a higher price to do business with ME. In their minds, I was worth more than the others and they didn’t mind paying more to get ME.

Here’s what Craig Garber says about higher prices... and I agree with him wholeheartedly.

- ➔ High prices alone can increase sales. QUALITY buyers often assume higher prices equate to greater value.
- ➔ But remember, you’ll only get the benefit of the doubt on this ONCE. So make sure you deliver and don’t waste your buyer’s time and money.
- ➔ High prices generate curiosity. And curiosity is one of the MOST compelling buy-buttons you can push!

- ➔ High prices stimulate want. No one longs for cheap stuff. Quick examples: Old Spice or Fahrenheit? Disneyworld or Busch Gardens? New York City or Shamokin? Mercedes or Yugo? Glenlivet or Old Crow?
- ➔ A high price presumes great value. All you need to do is justify this. Meaning... your buyer is already open and expecting you to be selling something really cool. The job is yours to have, if you want it... no convincing involved.
- ➔ Higher prices give you MUCH better quality customers. The absolute WORST thing you can do to yourself is have a bunch of tight-wad tire-kickers as your customer base. Folks like this will dilute your cash-flow and make you insane. (They'll also bail on you as soon as someone dangles a cheaper price in front of their noses.)

I used to ask some of my competitors why they sold their services at such a low price.

They usually replied, *"It's tougher in my town. We can't get those high prices like you do."*

And I would respond, *"Yes, you could. You just don't know how."*

**BOTTOM LINE:** Don't be afraid to raise your price.

(Fred's girlfriend did that!)



## A SIMPLE FORMULA FOR MORE NEW CUSTOMERS

$$E = MC^2$$

Can you explain that formula?

I didn't think so. Neither can I. If we could, we wouldn't be in the pest control business, that's for sure. We'd probably be teaching math and/or physics in some prestigious Ivy League university.

All I know is that it is Einstein's Theory of Relativity. I know the E stands for Energy, m is mass, and  $c^2$  stands for the speed of light squared, which equals 34,596,000,000 miles per second! (Wow, that's faster than a customer will cancel your contract for accidentally killing the family goldfish!)

I can tell you what the formula is but I can't explain it. Not in a million years.

But, here's a formula I *can* explain, and very easily: **GCS=MNC**

GCS stands for Great Customer Service.

MNC stands for More New Customers.

Unlike Einstein's Theory, this one is a well-known FACT. It has been proven over and over again since man (or woman) first sold something to someone else and then tried to sell to them again.

Here's another FACT: Satisfied customers don't go out of their way to refer people. Shocked customers do. Awed customers do. Amazed customers do. Wowed customers do.

Example: If I stop at a fast food restaurant and pull up to the drive-in window and order a \$3.39 hamburger, and I get a \$3.39 hamburger, I'm satisfied. I got exactly what I paid for. I don't think twice about it. I drive away, eat the burger and that's it. I don't tell anyone about my experience. Why would I? It's meaningless. It would be of no interest to them whatsoever. I was hungry and I ate a hamburger. End of story.

But... on the other hand... if I order a \$3.39 hamburger and I get a thick, rich, juicy, hot, half pound hunk of grilled, ground 100% choice western beef, smothered with hot, melted aromatic old-country hoop cheddar cheese, nestled in a piping hot, fresh, lightly toasted sesame seed bun, with FRESH, juicy tomato, lettuce and onion, and a whole, FRESH crispy dill pickle on the side, and fries so hot I can hardly even touch 'em... now I am impressed.

Now I'm saying to myself, "*Wow... this is AMAZING!*"

And, if the person at the drive-in window smiles at me and tells me how much they appreciate me stopping by for lunch, and asks if there is anything else I need (and acts like they really mean it) and thanks me and tells me to please come back soon... well... you get the picture.

And, when I remove the food from the bag and find a coupon thanking me for my business and giving me \$1.00 OFF my next order, just to show their appreciation... you can bet your sweet Einstein I'm coming back there to eat again.

And do you think I'll be telling other people about that restaurant? Of course I will. I can't help it. I'll probably be taking some of them with me the next time I go. And they will be impressed too... and so... they will start the cycle all over again... and the restaurant will have lots of customers!

When someone does something nice for us and treats us special and we perceive that they have gone above and beyond to give us more than what we paid for, we try to show our appreciation by giving them something back.

This is known as The Law of Reciprocity. It is extremely effective when it comes to selling things and getting new customers.

**BOTTOM LINE:** If you want more referrals from your current customers, you **MUST** find a way to Shock & Awe them. You must find a way to AMAZE them. You find a way to give them a Wow moment. You must find a way to put a big smile on their faces each and every time you have contact with them.

If you will do that, they will tell all of their friends and neighbors and associates about you.

And that means more new customers!

But... if you only give them what they paid for... they will tell no one.

Food for thought (No pun intended).



## IS YOUR NET WORKING?

I USED TO GO FISHING WITH MY DAD AT NIGHT ON LAKE LANIER. We used small minnows for bait. To catch them, we would cruise around in the boat until we began seeing large schools. Then we would drop the anchor.

Next, my dad would lower a large net into the water and let it sink down about 10 ft. Then he would hang a bright lantern over the water and the schools of minnows would congregate around the light. Every now and then, he would quickly raise the net and capture lots of minnows and we would begin hooking them on our lines and casting them out in hopes of catching a big fish.

I remember a time when the net had several holes in it. They weren't very large holes, but when we would lift the net up out of the water, lots of the minnows would slip right through those holes and escape. And, the more we used the net, the larger the holes became. And the larger the holes, the more minnows we lost... and the more frustrated my dad became. (It was times like those when I learned some of my more colorful vocabulary words!)

Over the course of several fishing trips, there's no telling how many minnows we lost because of those holes in the net.

Finally... my dad decided to take action. He sat down and repaired the holes in the net. And the next time we used it, we caught lots more minnows!

Why am I telling you this fish story? Because... networking in your community in order to capture new customers is just like catching minnows in that net. If your net has holes in it, you aren't going to catch as many fish. At least not nearly as many as you could catch if you were aware of the problem and took the necessary steps to repair it.

Make sense? I hope so.

Every day I see small business men and women casting their nets in their communities (networking) and they are totally unaware that their net has holes in it. They are catching some fish (new customers), but untold numbers of others are escaping through the holes.

Could this be you? How many new sales and new customers have slipped away from your fingertips this year that you were never aware of?

**BOTTOM LINE:** Examining your net and making sure it is functioning properly and not allowing fish to escape is extremely important. If you don't identify the holes and plug them up, I guarantee you are losing lots of new customers and new business that otherwise would be easily captured.



## THE REAL SECRET TO SUCCESSFUL NETWORKING

I HAVE A FRIEND WHOSE FAMILY OWNS A VERY LARGE, SUCCESSFUL pest control business. His grandfather started the business in the 1950's.

I one day asked him to share with me what he considered to be the single most important secret to their company's success.

His response was immediate. *"There's no doubt about it. It was my grandfather's ability to go out into the community and build great relationships with all the right people."*

Networking in your community is a powerful way to build your small business, no matter what business you're in.

But, there is more to successful networking than just going out there and standing around with a cup of coffee in your hand, smiling and handing out business cards... a lot more.

I've been an active networker for many years. I attend lots of networking functions. I document what goes on and record the information in my notes and in my memory. I see the successes and I see the failures. I even wrote a book about it entitled, "The Networking Ninja Handbook" (available at <http://www.TheNetworkingNinja.com>.)

**FACT:** Very few... far less than 10%... of the folks out there at those meetings are great networkers.

They're mostly just great **SOCIALIZERS**.

And the problem with being a great socializer is this: You leave a ton of easy money on the table for the other guys. Socializers fail to focus on the strategic message and this leaves the prospects confused.

In order to be a great networker you must...

1. Focus on **HELPING** and not on **Selling**.
2. Have a great message.
3. Be relentless with your follow-up. (There is a fortune in the follow-up!)

Great networkers practice not only the **ART** (socializing) of networking. They also study and understand the **SCIENCE** (selling) as well. They understand what makes a person decide to buy something in the first place. They also understand why that person buys one product/service instead of another. And what makes them buy that product/service from one particular person or company instead of another.

You can go out there in the community and meet and greet and mingle all day long but, when the clock strikes midnight and the people around you don't know exactly what it is that you do and how you can help them solve some major problem or alleviate some pain in their lives, your great sales opportunity turns into a big fat pumpkin!

This is the reason why most of the people I interview and speak with about their networking efforts are frustrated and they freely admit they are NOT getting nearly as much business from it as they feel they should. They are focused on selling and not on helping.

Most people simply have no powerful, compelling, dynamic, seductive, hypnotic, bullet proof system that is carefully constructed and designed to psychologically funnel total strangers down the pathway to their door. Their message is confusing and contains stumbling blocks that literally trip up the process and allow potential customers to veer off course and land in the lap of their competition.

**BOTTOM LINE:** Focusing on the ART of networking and neglecting the SCIENCE of networking is a serious mistake that costs you tons of new business that you never even knew was there to begin with.



## HOW MUCH IS YOUR CUSTOMER REALLY WORTH?

HAVE YOU EVER STOPPED TO CONSIDER HOW MUCH ONE OF your customers is really worth? It's probably a lot more than you think.

When I ask small business owners to tell me the lifetime value of one of their customers, most can't. They don't have a clue.

Take the pest control industry for instance. According to statistics published by a national pest management organization about 25 years ago, a typical pest control customer stays with a company for an average of 5-7 years and spends an average of \$2500-\$3000 over the course of that time.

Now, that was 25 years ago, so I would imagine that number has increased quite a bit by now.

According to a recent study by PPMA (Professional Pest Management Association), 77% of pest control customers surveyed claimed that they stayed with the same company and never switched.

15% said they switched companies every few years.

2% said they switched once a year.

And 2% claimed to switch companies more than once a year. (Don't you just love customers like that?)

A typical home service business customer is likely to stay with your company for many years and spend thousands of dollars with you over the long haul. If, during that time, they refer you to others, that amounts to thousands more dollars!

And, if you have an effective system for generating referrals from those customers too, each and every one of them could literally be worth a fortune.

It amazes me when I see small business owners who are unwilling to invest in getting new customers. They are reluctant to spend a penny to bring in a new account.

And they will let an old customer slip away without putting up much of a fight at all. Go figure.

You need to recognize just how valuable each and every one of your customers really is. And don't be afraid to invest in getting new ones.

**BOTTOM LINE:** You need to treat each customer as if they are the only one you have at the time. This will insure that they remain loyal to YOU and you will reap the financial rewards for many years.



## BEST IMPRESSION GETS THE M-O-N-E-Y

MY SISTER KIM RECENTLY PURCHASED A 100 YEAR OLD BUNGALOW in St. Petersburg, Fla. She is having another bathroom added along with some other renovations to make the house more suited for her.

She interviewed 4 remodeling contractors. She showed them exactly what she wanted done and had each of them give her an estimate to do the work. (All four of the contractors came highly recommended to her by friends and/or associates.)

After meeting and interviewing each of them, she made her choice.

According to her...

Contractor A didn't seem to listen to her. He seemed to have in mind how HE wanted to do the job and she could tell by his questions that he hadn't listened to a word she'd said. RED FLAG!

Contractor B was arrogant and assured her he would do a great job and everything would be fine... and she hadn't even told him what she wanted done yet. ANOTHER RED FLAG!

Contractor C was sloppily dressed, used bad grammar and made a racial comment about another neighborhood which highly offended her. NEXT!

Contractor D... the one she chose... was a very clean cut, nice, courteous man who listened to everything she said

and wanted to make sure he understood exactly what SHE wanted. She felt very secure in awarding him the contract. And his follow-up has proven her choice to be the right one.

Now, let's assume that all four of the contractors are good, conscientious craftsmen and would do an excellent job on the actual remodeling project.

At the time this happened, construction industry was, for the most part, in the tank. All of those guys could have really used the work. (It was a \$20,000.00+ job.)

**BOTTOM LINE:** You only get one chance to make a first impression... so you'd better make it count.

Think about what it is you are trying to accomplish. You are trying to win the confidence of a total stranger and persuade them to choose YOU instead of the other person to do business with.

You absolutely must make a great first impression each and every time!



## TELL 'EM WHAT TO DO

PEOPLE ARE ALWAYS TELLING ME WHAT TO DO.

From the time we're born until the day we die, people are constantly telling us to do things.

*“Say Mama, say Dada, smile, sit up straight, eat your turnip greens, put your toys away, go to sleep, wake up, be nice, be home by 11:00, stop by the grocery store, call me at 2:00, fill out this report, take this medicine, etc., etc., etc.”*

When we get to school, our teachers tell us what to do all day long. And then, when we graduate and enter the workforce, our bosses begin telling us what to do. And then we get married and... oh well... I'd better skip that one.

And it's true that some people follow orders more willingly than others.

But, for the most part, we are conditioned, from birth, to follow instructions. Our subconscious minds are programmed to do what we are told. In the vast majority of cases, we don't even think about it. We just do it.

And this is extremely important to remember when it comes to selling things.

**FACT:** You must always include a “Call To Action” if you want to get the most mileage (\$) from your marketing and your advertising.

You must tell people specifically what you want them to do.

- ➔ CALL NOW!
- ➔ CALL & SCHEDULE Your FREE Inspection!
- ➔ Visit Our Showroom!
- ➔ REGISTER NOW!
- ➔ Mention This Ad!
- ➔ SIGN HERE On The Dotted Line!
- ➔ CLICK HERE To Subscribe Now!

I’m always amazed when I see websites, ads, brochures, flyers, signs, vehicles... and even business cards... that have no bold, clear, unmistakable call to action. This is one of the most fundamental **PROVEN** laws of selling and many business owners just miss it altogether. I guess they just assume people will figure it out on their own.

Could this be you? I hope not.

Don’t ever assume that your prospects or your customers will know what to do. If you do, you will be making a mistake that will cost you. You must make it very clear and easy for them.

Remember: When you **ASSUME**, you risk making an ASS out of U and ME.

**BOTTOM LINE:** Always tell your prospects and your customers exactly what you want them to do and tell them exactly how to do it and you will close more deals and sell more stuff... and that is a FACT!



## “I CAN’T AFFORD IT”

WHEN PEOPLE SAY “*I CAN’T AFFORD IT*”, THEY DON’T REALLY mean it.

What they actually mean is this: “*I don’t want it bad enough.*”

People buy things every day that they can’t afford. They buy houses, automobiles, boats, motorcycles, swimming pools, airplanes, jewelry, country club memberships, second homes, pets, vacations and yes... even lottery tickets.

And, in many cases, they actually *can’t* afford it... but they buy it anyway.

Why?

The answer is simple. They want it!

And, of course, sometimes we see that the reverse is true. They obviously can afford your product/service, but they still say, “*I can’t afford it*”... which is a nicer way of saying, “*I don’t want it*”.

FACT... people buy what they want and not necessarily what they need.

Really sharp salespeople know this. They focus on finding ways to make the prospect *want* their product/service. They focus on selling value and benefits.

The next time someone says to you, “*I can’t afford it*”, you know you have failed to present your value proposition in

such a way that the prospect finds it irresistible. You failed to push those specific hot emotional buy buttons that create the wanton desire to own your product/service. Your presentation was simply not persuasive enough.

**BOTTOM LINE:** Price is what you pay for something. Value is what you get in return. If you will focus more on establishing the value and benefits of your product/service in the mind of your prospect... and less on price... you will be more successful.

Offering the cheapest price is not a sustainable advantage. It is a losing proposition in the end. Many businesses have learned this the hard way... and they are gone.

And that is something YOU really can't afford!



## THE LAW OF SCARCITY

HAVE YOU EVER SEEN AN ADVERTISEMENT THAT CONTAINS ONE of the following phrases?

- ➔ For a limited time only
- ➔ Limited supply in stock
- ➔ Only a few left
- ➔ Only 10 seats available
- ➔ Will be sold out by the end of the day
- ➔ This offer only available to the first 100 people who show up

Of course you have... and the reason why is because **THEY WORK.**

The Law of Scarcity simply implies that the harder it is to get something, the more we tend to want it. Like it or not, it's part of our subconscious human nature.

Rare, limited editions command the highest prices.

So...how can you apply The Law of Scarcity to YOUR business?

Example: You might calculate that, taking into consideration the number of techs you employ, you can do "X" number of new starts in a month. So... you calculate how many that is and offer a special price to the first "X" new customers who purchase a new start. But, once you achieve that number, the

price goes back to the normal rate. Make this very clear in your offer.

Another example: Put together a special seasonal offer, such as a mosquito control program. Offer to a limited number of people (the first ones to sign up) with a cutoff date and then cut it off.

And you must stick to the plan. Don't ever deceive your customers by making false claims (I know you know that) or going back on your promise and/or commitment. If you say the price is going back up at midnight on the 30th, then by all means, raise it back up on the 30th.

There are endless ways to use The Law of Scarcity to make more sales and get more new customers. You are limited only by your own creativity.

**BOTTOM LINE:** Take advantage of The Law of Scarcity and you will make more sales and that is a FACT, no matter what business you are in.

Plus... those customers who choose to take advantage of it will get a great deal.

Everybody wins!



## HOW TO GET THE MOST FROM A TRADESHOW

I JUST ATTENDED THE ANNUAL GREATER NORTH FULTON Business Expo in Alpharetta, Ga. As always, it was a great event with well over a hundred businesses with display booths and a couple thousand attendees, most of which were small business people who were there to network and build relationships.

I made it a point to observe how people worked their booths. I asked lots of questions and made lots of mental notes.

As is usually the case, many of them were simply not capitalizing on this great opportunity nearly as much as they could have been. They were standing at their booth, smiling, shaking a few hands and doing a lot of socializing. But they had no specific plan of action that would directly lead to more new customers. They were scoring well on the social side, but very poorly on the equally important scientific side.

When I asked the question, “*What are you doing to capture contact information?*” many of them sheepishly admitted that they had no specific plan to do that.

To cash in on the potential benefits of a trade show, you need a working plan of action and a definite, focused result in mind.

Listed below are some things you might consider that will increase the ROI for your efforts at trade shows and expos:

- ➔ Make sure your booth grabs people’s ATTENTION.

- ➔ Make sure your banner tells people exactly **WHAT YOU DO**, not just the name of your business.
- ➔ Make sure your banner makes a **BOLD PROMISE AND/OR STATEMENT OF BENEFIT**. Your banner should actually tell people exactly **WHY** they should do business with you.
- ➔ Make sure your banner includes all of your **CONTACT INFORMATION**.
- ➔ Make sure the person or persons manning your booth are attractive, clean, neat and happy.
- ➔ Provide **ENTERTAINMENT** at your booth (People seldom pass up the opportunity to be entertained. Back when I had my pest control business, I would always have a live snake around my neck or a couple of giant live Madagascar hissing cockroaches crawling on my shoulder at these events, and I kept a crowd around me at all times. And they remembered me!)
- ➔ **ASK** for business cards (It is much more important to come away with lots of other people's business cards than to give out lots of your cards... assuming you are going to follow up with them).
- ➔ Have someone going around handing out flyers inviting people to come to your booth for a **FREE GIFT**.

You also need some really effective way to **CAPTURE PEOPLE'S CONTACT INFORMATION**. ((Here again, so you can follow up later, after the event, and begin the relationship-building process)

- ➔ Offer some **VALUABLE INCENTIVE** for people to purchase your product/service at the event.
- ➔ **OFFER TO BUY BACK** your trinket products for cash money (Example: If you give away ball-point pens, tell the patron that you will buy the pen back from them for \$50.00 CASH if/when they sign on with you. I would suggest that you have the cash buy-back printed on your trinket items)
- ➔ Ask people specific questions and identify how you might be able to help them, even by referring them to someone else.
- ➔ Offer **FREE INSPECTIONS/EVALUATIONS** and have a sign-up form so you can get a commitment from them right then. They are much more likely to say YES.
- ➔ Ask questions that may uncover a **NEED** that you can help fulfill for them.
- ➔ Have a **FISHBOWL DRAWING** for a valuable prize (another way of collecting cards and contact information).
- ➔ **ASK PERMISSION** to call them later and schedule a meeting.
- ➔ After the show, **FOLLOW UP, FOLLOW UP, FOLLOW UP!**

**BOTTOM LINE:** If you want to get the most mileage from your expo/trade show, you must do more than just show up, smile and drink coffee. You must have a plan, a focus, and a crystal clear perceived outcome... which is... more new customers and more new business!

You must be able to clearly and unmistakably answer these two questions:

- “Why would someone want to spend time at my booth?”
- “Why would they want to do business with ME?”

It works, I promise!



## FIRST IMPRESSIONS COUNT... MORE THAN YOU KNOW

HERE'S ANOTHER LITTLE TEST FOR YOU.

I'm going to describe two different people to you and you choose the one you think you'd like best.

Bob: Intelligent, smart, goal-oriented, impatient, obnoxious and rude.

Fred: Rude, obnoxious, impatient, goal-oriented, smart and intelligent.

If you liked Bob the best, you would be agreeing with most people.

Even though we describe Bob and Fred using the exact same words, it is the first words that create the vision of them in our minds.

This is an example of the Principle of Primacy. Your subconscious brain remembers the first few words and it uses them as a filter to measure the remaining ones.

Do you see how important this is in selling?

**BOTTOM LINE:** When selling, you should always decide on the absolute most important thing you want someone to know about your product/service (should be the most powerful benefit) and be sure to mention it first, because that is what will be remembered the most and leave the most profound impression.

If you lead off your presentation with small talk and gibberish, you will lose them quickly and there is a good chance that the only thing they will remember is that you were boring and didn't have very much to say.

Note: People will also remember the very last thing you say (Law of Recency) ... so it should be a repeat of the first thing.



## WHICH BRAND OF PIZZA WOULD YOU BUY?

LAST NIGHT MY WIFE CAME HOME WITH A FROZEN PIZZA FOR dinner.

When I asked which particular brand of pizza she had purchased, she said, “*DiGiorno*”.

But... later when she asked me to please go place the pizza in the oven, I noticed that it was not a *DiGiorno* pizza. It was, in fact, a *Tombstone* pizza.

When I pointed this out to her and asked her why she had purchased one brand but thought she had purchased another, she was clueless. She had no idea how or why it had happened.

And, I could tell by the look on her face that she was not in the mood to receive another mini-seminar on brand marketing. She was tired and just wanted to relax, eat her pizza and watch an old rerun of *Grey’s Anatomy*.

But, I gave it to her anyway. I just couldn’t help myself. And, since she was directly involved, I felt she needed to know the truth.

You see, unless your last name is *DiGiorno*... or you live next door to “*The DiGiornos*”, you probably associate the name *DiGiorno* with one thing and one thing only... and that would be PIZZA. It’s the same with *Papa John’s* or *Domino’s*.

But... on the other hand... the word *Tombstone* can be associated with lots of different things, including *Tombstone*,

Arizona, Wild Bill Hickok, graveyards, the movie “Tombstone” starring Kurt Russell, death, gunfights... oh, and yes... even frozen pizza.

So it’s easy for your subconscious mind (Elmo) to get confused when it comes to the word “Tombstone”. This makes it much harder for you to actually anchor the word to the product. And that means you are much more likely to accidentally key in on another brand that is more solidly imprinted in your mind.

So... Lynn purchased the Tombstone pizza... but she’s talking about DiGiorno pizza!

Do you see the problem here?

Many businesses, both large and small, make this same mistake in one form or another over and over again. In an attempt to be cute, clever or catchy, they end up confusing the customer.

And there is no way to ever actually calculate the amount of new business that ends up falling into someone else’s lap... accidentally.

Could there be anything confusing about YOUR brand?

I hope not.

**BOTTOM LINE:** If you’re in the pest control business and you have a picture on your service vehicle... I hope it’s a picture of a bug!



## K.I.S.S. AND SELL MORE STUFF

I'M SURE YOU'VE HEARD OF THE K.I.S.S. PRINCIPLE. K.I.S.S. IS an acronym for "Keep It Simple Stupid".

Here's how it works. Take a minute and work out the following math problem in your head (and don't cheat by writing it down. Just use your head).

$$17 \times 36 =$$

I'll bet you gave up and continued to read. Be honest.

Now... work the following problem in your head.

$$600 + 12 =$$

Did you come up with the answer 612? Of course you did.

Actually, the answer is the same for both problems, but they are arrived at differently. And this is a clear example of why some people make selling so hard.

The first problem required you to use your conscious mind in order to solve it. That takes work and your brain is lazy. It doesn't like to work. In many cases, it will simply choose another route or even shut down and move on rather than have to work (just like yours did).

The second math problem was easy. Your subconscious mind solved it automatically without having to work.

So... how does this apply to selling?

It should be obvious. You must present your product/service in such a simple, clear, concise and easy-to-understand way that it allows your prospect to make a simple, quick and easy decision. And, if it can't be done at the subconscious level, there is a good chance it will never be done at all.

The death knell of a sale is when the presentation requires the prospect's brain to have to *think* about it.

Sales people are notorious for presenting complicated sales presentations which require far too much thought and work on the part of the prospect's brain to figure out. Too much information can lead to a state of confusion known as *cognitive dissonance* which is the death knell of most sales.

You're thinking, "*Once they spend time looking this over and adding it all up and thinking about it, they will see that it is a really good deal.*"

But the problem is... they won't!

**BOTTOM LINE:** K.I.S.S.



# THE LAW OF CONTRAST

THE HUMAN BRAIN CONSISTS OF THREE PARTS BASED ON HOW it has evolved over time.

1. The old, primitive brain... sometimes referred to as “the reptilian brain” (instinct)
2. The middle brain (emotion)
3. The new brain (logic & reason)

I’ve written a lot about the old, primitive brain (subconscious) and how it is the true decision maker when it comes to buying. Simply put, it gives the green light or the red light based on information it processes from the middle brain and the new brain (conscious mind).

There are only six stimuli that speak to the old brain, and one of those is CONTRAST (Neuro-marketing).

Examples of contrast that would be easily interpreted by the old brain include...

- ➔ Long vs. Short
- ➔ Strong vs. Weak
- ➔ Light vs. Dark
- ➔ Hot vs. Cold
- ➔ Heavy vs. Light

- ➔ Loud vs. Quiet
- ➔ Red vs. Green

When selling your product or service, it is important that you create contrast.

- ➔ OURS(Right) vs. THEIRS(Wrong)
- ➔ With us you get THIS (Good). With them you get THAT (Bad).
- ➔ OUR (High) Quality vs. THEIR (Low)Quality
- ➔ GOOD (Us) Choice vs. BAD (Them) Choice
- ➔ TOO EXPENSIVE (Low Value) Them vs. AFFORDABLE (High Value) Us

Do you see how this works?

I hope so, because if you do, you can use this information to increase your closing rates and boost your sales.

**BOTTOM LINE:** Always compare your product/service to your competitors and clearly show the distinct advantage of doing business with YOU instead of THEM. If you will do that... if you will create a clear and unmistakable CONTRAST... you will find more people saying YES and signing on the dotted line!



## WHEN FISHING FOR NEW CUSTOMERS...

I JUST RETURNED HOME FROM A GREAT VACATION ON CAPTIVA Island in Florida. I got to spend some quality time with my sister and her family.

Also, as you might guess... I did some fishing!

My two nephews and I fished for three straight mornings and caught 11 different species of fish from a small pier near our condo. I cooked up a mess of 'em, along with some hush-puppies and cold slaw. Throw in a few cold beers and it just doesn't get much better.

I also witnessed a great marketing lesson on that pier.

There were dozens of hungry, ravenous snook hanging out around the pier. They were feeding on schools of small, silver minnows. It was awesome to watch the snook ripping into the minnow schools.

Unfortunately, we didn't have any lures that resembled the minnows. We did have some other lures that we thought should work great... but they did not.

We did catch a few snook, but we must have made 10,000 casts with no results. It was very frustrating to see the hungry fish and not be able to catch them.

You've often heard me say that catching new customers is just like catching fish.

You must know when they are hungry and what they are hungry for and be able to offer it to them at exactly the right time.

If you just try to sell them what you think they should have, you are going to come up short most of the time.

**BOTTOM LINE:** Your customers are NOT you. They don't necessarily want what YOU want or what you think they should want. You must listen closely to them in order to find out what it is that they really desire... and then offer it to them. If you will do that, you will catch a lot more of them!



## SO...YOU WANT MORE REFERRALS

QUITE OFTEN I GET CALLS FROM BUSINESS OWNERS WHO ARE seeking help in getting more customer referrals. They want their employees to be more proactive when it comes to generating more business from their current customer base.

My first question is ... *“Do you mind if I ask you some very frank, blunt questions... such as...”*

- ➔ Why should your employees take time out from their busy schedules to try and generate a referral from one of their customers?
- ➔ What’s in it for THEM?
- ➔ How will it help THEM?
- ➔ Have they been properly trained to know how to do it?
- ➔ Why should your customer want to take the time... or the risk... to refer a family member, friend, neighbor, business associate or co-worker to YOU?
- ➔ What makes you think your customers ever even think of such a thing?
- ➔ What’s in it for THEM if they do?
- ➔ Do they know that?
- ➔ Really?

- ➔ Do you hold your employees accountable for generating a certain number of referrals each month?
- ➔ Why not?
- ➔ What would happen if you did?
- ➔ Are your employees properly incentivized to make the effort?
- ➔ Are your customers properly incentivized to make the effort?
- ➔ Can you think in terms of creating a “Referral Culture” within your business?

These are just a few questions to help YOU understand that referrals don't just happen simply because YOU want them to. Oh, some will of course. You're going to get referrals to some degree just because somebody somewhere had a problem and asked someone else who they would recommend and they ended up giving them your name because you are a nice person. That's a gimme.

But... if you really want to maximize the number of referrals you get... if you want to seriously tap into that stream of new business that is lying there sleeping within your current customer base... you need to be proactive. You need to develop and foster a mindset within your company that is focused on referrals. Referrals need to be a part of your daily conversations.

**BOTTOM LINE:** Your current customers are the greatest source of new business you have. And, if you know how to really tap into it, the payoff can be enormous!

**FACT:** You could double your business in 12 months or less if you could get each of your current customers to refer you to at least one new customer this year!



## WHY?

AS YOU PROBABLY KNOW ALREADY, I DO A LOT OF NETWORKING in my community. It's mainly how I built my successful pest control business.

I like to meet folks for coffee and talk about things. It's a great way to build and foster good relationships.

One of my favorite places to "hold court" is in a small restaurant in Roswell, Ga.

I like to go there because it is very quiet and peaceful. There are very few distractions.

Why? Because nobody goes there. At 8:00am (prime breakfast hour) the place practically is empty.

There are three reasons for this:

- ➔ The service is terrible.
- ➔ The owner doesn't believe in advertising.
- ➔ It is difficult to find parking.

Those are definitely three biggies.

I've discussed this with the manager more than once. He totally agrees, but does absolutely nothing (other than complain) to bring about any changes.

It is very easy to see why he has very little business going on there. With just a few adjustments he could easily double

or triple the number of people who come in for breakfast during the week.

And the kicker is this... the food is very good!

But, just having a great product is of no advantage to you whatsoever if no one knows about it, or if they don't like doing business with you for whatever reason.

Successful marketing is not any one big thing... it's a thousand little ones. And, if you don't pay attention to the little details, you will certainly suffer when it comes to the big picture.

**BOTTOM LINE:** If your business isn't growing and you don't have as many customers as you'd like to have... or if you aren't getting very many referrals... or if your customers don't stay with you as long as you think they should... you need to ask yourself WHY?

Believe me... there is a reason.



## ARE YOU DRIFTING?

HERE'S A QUESTION FOR YOU TO PONDER. HAVE YOU CHARTERED a specific course for your life or are you just drifting along?

Drifting is a devastating trap that carries with it major negative consequences.

The sad thing is... most people are drifting... at least to some extent.

Do you have a definite, major purpose and a concise, carefully thought out course to follow for your business or career, or do you simply have some vague idea of where you want to go and what you want to become?

I can relate to this in many ways in my own life. I suffer from Attention Deficit Disorder (A.D.D.). Way back when I was a kid in school, A.D.D. stood for "Ain't Done Diddley". And that was certainly me.

It is difficult and takes lots of work and planning to chart your course for the future. But, without a plan and a chart, you are destined to live your life adrift. You will remain reactive instead of proactive.

This means you will never reach your desired destination because you don't actually know where you're going. As a matter of fact, there is a good chance you will land on some unfriendly shore that you would rather not be on.

It's terribly sad to talk to someone who has reached retirement age and find that they are only able to focus on the past. They feel cheated, neglected, by-passed, trodden over and, for the most part, dealt an unfair hand in the game of life. They don't spend much time dwelling on the future because they have not created one that is very pretty to look at. They have spent the better part of their life drifting.

So... let me ask YOU a few questions... and I hope you will answer them honestly.

- ➔ Do YOU have a clear picture of what you want your life and your business to look like 5 years from now?
- ➔ 10 years from now?
- ➔ What would have to happen to make that vision turn into a reality?
- ➔ Do you have those things written down?
- ➔ Do you review them each day?
- ➔ What specific steps have you taken in the past 12 hours to move you closer to your vision?
- ➔ The past 12 days?

Or...

- ➔ Are you just drifting from day to day with no definite purpose and no specific, well-organized plan to reach your goal?

Drifting is devastating. It is a trap that you must avoid at all costs.

## ARE YOU DRIFTING?

Drifting is having a dream without a clear vision and a plan. It is sailing without a compass and a chart.

Coach John Wooden once said, *“Both winners and losers are self-determined... but only the winners will admit it!”*

If you don't already have a plan, start today and make one. Decide exactly what it is you want to do with the rest of your life, your family, your business or your career... and then set about doing it.

**BOTTOM LINE:** Your future is in YOUR hands right now. It is up to YOU to shape it and mold it.



## HOW TO DO A FREE POSTAGE DIRECT MAIL SALES CAMPAIGN!

HERE'S A SIMPLE TIP THAT WILL SAVE YOU MONEY AND INCREASE your sales... GUARANTEED.

Do you send out snail mail?

Most businesses still do. They send out invoices, billing statements, service reminders, etc.

If you do send out mail, I'm going to tell you how you can do a direct mail sales campaign and it won't cost you one extra penny of postage.

Here's how it works: You should always make sure that each and every envelope you send out includes some type of sales and/or promotional information. There should be something in each envelope that makes the person who opens it aware of some sale, offer, deal or new product or service that you are making available to them.

Never let an envelope go out the door without making sure you are taking advantage of the full amount of weight that the stamp will allow. You've already paid for the extra space, so why not use it?

I worked with a small pest control company awhile back and suggested they start doing this and a couple of weeks later

the owner called me and said, *“Hey Hal, I just wanted to let you know... it works!”*

I said, *“What works?”*

And he said, *“I put a flyer in each billing envelope offering to go out and inspect the attic to make sure they had an adequate amount of insulation. We just sent those bills out a couple of days ago and this morning I got a call from someone who wanted me to come check their insulation. I sold them a \$2600.00 insulation job!”*

Well, there it is. It didn't cost him one penny of extra postage to put that insulation flyer in the hands of that customer... who, as it turns out, didn't even know the company did insulation work.

**BOTTOM LINE:** The postage is already paid on the envelope. So... take advantage of it. Stuff it and promote something. It will pay off... I guarantee it.



## HOW TO GET THEM TO SAY YES IN THIRTY SECONDS OR LESS!

ONE OF THE FIRST THINGS I DO IN MY WORKSHOPS IS GO around the room and ask each attendee to state their name and what they do.

Almost without fail, everyone tells me their name and what they ARE or who they are WITH, but rarely does anyone ever actually tell me exactly what they DO.

Some of their answers are combinations of technical language and industry jargon that I assume is designed to impress someone. However, all it really does is leave me confused.

I don't have a clue as to the value of their product or service and how it might pertain to me or anyone else (from a simple, practical standpoint... which is all that really matters). I would never know exactly what a good referral would be for them.

And, in this age of fast-paced, instant gratification, give-it-to-me-now or get off the wagon mindsets, you can't afford to waste one single minute of anyone's time. If you do, they will simply find effective ways to avoid any further encounters with you.

**FACT:** When you make an initial contact with a potential prospect, you'd better get right to the point... and you'd better do it in a clear, concise way that clearly and in no

uncertain terms, shows them the value in what you do and how it relates to THEM. It should also compel them to want to know more about YOU and your product or service.

You simply cannot afford to fail to make a good connection.

**BOTTOM LINE:** If your initial 30 seconds is confusing, sends mixed signals, or is ambiguous in any way, they will experience confusion and you will be “deleted” by their subconscious mind and they will almost always say “NO”.

And, once someone says “NO”, it becomes ten times harder to get them to say “YES”!



## 5 WAYS TO SCREW UP A SALES PRESENTATION

If you are a professional baseball player and you can maintain a .300 batting average, you can make it into the Baseball Hall of Fame. That means you are only successful 30% of the time.

But... if you are an Acapulco Cliff Diver... and you have a 30% success rate... you quickly get fished out of the water with a dip net and placed in a basket.

**FACT:** No one is perfect. And... neither is any one sales presentation.

But, if you fail with your sales presentation, you generally end up losing the sale.

I've observed hundreds of people making sales presentations over the years... and in lots of different industries.

And, almost without exception, the presentations are filled with lots of gobbledygook and intangible information that doesn't interest the prospect in the least. It only interests the presenter.

In fact, in many cases, the sales presentation bores the prospect to no end.

➔ No grabber

- ➔ No curiosity
- ➔ No response triggers.
- ➔ No connection.
- ➔ No emotion.
- ➔ And... in most cases... NO SALE.

It is our job as sales people to try and eliminate as many mistakes as we possibly can when we're selling. We must identify and remove each and every roadblock in order to... hopefully... persuade the prospect to choose (easily) us over our competition.

So... let's take a look at 5 of the most common ways people screw up a perfectly good sales presentation.

1. They don't know the person they are trying to sell to. I don't mean literally... as in friends... but you must know your marketplace and know how to speak to it. If they have no interest in what you're talking about, they aren't going to buy what you're selling.
2. They fail to predetermine the wants of the marketplace. Do some research to find out what they buy and then go sell it to them. For instance... don't go to a PETA Convention and try to sell hunting and fishing equipment. No matter how good your presentation is, they aren't going to buy. And don't waste your time trying to sell Lexus automobiles in a mobile home park.
3. They fail to clearly show what makes them and/or their product different from everyone else?

- ➔ What can they get from you that can't be found anywhere else?
  - ➔ What can you give them that no one else can?
  - ➔ What is your USP (Unique Selling Proposition)?
4. They fail to clearly show them the benefits (not features). Paint a clear picture of what the prospect's life will be like after he/she purchases your product or service.
- ➔ What pain will it alleviate?
  - ➔ What pleasure will it bring?
  - ➔ What problem will it solve?
5. They fail to give a clear reason to order or purchase NOW. Remember... a deal with no deadline is no deal. No matter what you're selling, you need to make sure there is a powerful incentive for someone to purchase NOW.

There are lots more ways to screw up a great presentation. I could keep going, but I only promised you 5. The above ones are just a few, but they are some of the most common ones I see.

**BOTTOM LINE:** If you will take the time to learn how to be more effective... by learning what makes people say YES... you will be more effective no matter what you do or what you are trying to sell!



## “THE TIMES, THEY ARE-A CHANGIN!”

FOR YEARS I’VE SPOKEN TO FOLKS ABOUT THE IMPORTANCE OF being able to change and adapt your life, ideas and actions to fit the circumstances.

The vast majority of Homo sapiens hate the word *change*. Once we get comfy and cozy, we just don’t want anyone coming along and messing with us. No sir. We like things just fine the way they are... even if we really don’t!

The problem is that nothing is permanent and comfort doesn’t last for long. If you don’t eventually go find more wood, the fire will go out and you won’t have anything left to burn and you will get cold.

If you can’t find more wood, you might want to think about switching over to gas or electric heat... or maybe solar. But if you just sit there and complain about how cold it is and wait for someone to come along and stoke the fire and re-fill the kindling box... it most likely ain’t gonna happen and you are going to eventually freeze to death.

For the past several years I’ve watched businesses collapse and go under and people getting laid off and coming face to face with financial oblivion. And the one common statement I hear more than anything else is, *“If something doesn’t change soon, I am going to have to throw in the towel.”*

My response to that statement is this: *“Wake up and understand: You can’t just sit around and wait for change to happen.”*

*YOU have to change yourself. YOU have to create the change in your life and in your work. YOU have to make things happen, or they won't. Don't you see?"*

This is the most difficult challenge people face in their lives... changing habits and beliefs.

**BOTTOM LINE:** Whether it's in your business, your work, your marriage or a relationship with someone else... if you can't change, you can't survive.

Life is about change... always.

Bob Dylan said it best in the song entitled, "The Times, They Are A-Changin".

They always have been and they always will be.

And that's the only thing we really can't change!



## WHAT ARE YOU FAMOUS FOR?

A COMMON TREND AMONG SMALL BUSINESSES... ESPECIALLY when struggling in a slow economy... is to branch out and add more new products and services.

In the pest control industry, these can include lawn care, gutter installation & repair, insulation, carpentry & construction, nuisance wildlife control, etc.

This seems like the logical thing to do to increase your sales.

But... we are not creatures of logic!

When I'm working with a small business owner and he/she wants to discuss adding a new product or service, I caution them to think it over very carefully.

Example: I know a guy who opened up a restaurant. Within a year he was talking about opening another one at another location.

I told him I thought it was a bad idea. It was obvious that his current restaurant was only half full of customers every day during peak lunch hour. His marketing was pretty much ineffective.

I told him I thought he should focus his money and efforts on getting a huge crowd into his current restaurant. I said, *"When you've figured out how to fill up this restaurant, then you can open another one."*

He didn't listen and opened up not one but two more restaurants within 12 months.

And... you guessed it... neither of them was successful. He had to close them down after about a year. He wasted a lot of time... and money... and suffered a lot of stress and anxiety by trying to grow his business the wrong way.

**FACT:** Eighty percent of your business comes from twenty percent of your efforts.

You need to be able to clearly identify that productive twenty percent. That is what really makes you money. It is your bread & butter business.

Now... what if... instead of adding more efforts and investments into another product or service... you focused on eliminating the efforts and activities that are the least productive and focused more time and effort on the thing that actually makes you money.

Make sense?

I'm not saying that branching out is not always a good idea. I just want you to realize that it can be a negative thing for your business in the long run if you aren't careful.

I've fallen victim to this on more than one occasion myself. What seemed like a good idea at the time turned out to be a lot of frustration and wasted effort.

And the more creative you are, the easier it is to fall into this trap. Major distractions come along disguised as great opportunities and we find ourselves veering off course to chase another mirage.

So... ask yourself these questions:

- ➔ What one thing really makes me money?
- ➔ How can I become famous for that?

**BOTTOM LINE:** If you try to be all things to everybody you will end up being nothing to nobody.

Find the one thing you can do better than anyone else and become famous for it. And everyone will come to you to get it!



## HERE'S AN IMPORTANT QUESTION FOR YOU

OK... HERE'S A SIMPLY STRATEGY/TECHNIQUE YOU CAN USE TO instantly connect with people you meet.

**FACT:** In order for us to build a relationship with someone, we first need to know a little about them and they us... right? If you own a business, you especially want people to know WHO YOU ARE and WHAT YOU DO.

But, it would seem rather odd and presumptuous of you to meet someone and immediately proceed to tell them all about yourself and your business.

With one exception: It is perfectly fine to tell someone what you do... if they ask you.

So... the more people who ask you what you do... the better.

Right?

And how do you get them to do that? It's simple. You get them to do it by asking them what THEY DO.

When you meet someone, just say, *"So tell me... what do you do?"*

And they will be happy to tell you. (It's their story... and we all want to tell our stories.)

And as soon as they finish telling you about themselves and what they do... the overwhelming majority of them will then ask, *“What do YOU do?”*

And then you can tell them... and you will both have benefited from the conversation.

Leading questions like, *“So... do you think it’s going to rain today?”* or *“So... what do you think of this heat wave?”* are pretty much going to get you “TUNED OUT” in a hurry. No one is looking to engage in boring conversation, especially at a business event or social mixer.

**BOTTOM LINE:** When it comes to business, we all LOVE to talk about ourselves.

So ask... and then let them talk!



## LEARN TO SPEAK THEIR LANGUAGE

IT WAS A COLD WINTER'S DAY WHEN THE ELDERLY RICH LADY (Andrew Carnegie's mother!) walked into Macy's Department Store in New York City. She was a regular patron and the floor manager recognized her immediately.

*"May I help you Madame?"* he eagerly asked.

*"Yes, thank you. It's been unusually cold lately and I can't seem to stay warm. I need a small heater for my bedroom,"* she replied.

The manager immediately escorted her to the housewares department and showed her the best heater they had.

He proceeded to make her aware of all of the most modern features and benefits of that particular heater, including maximum BTUs, temperature control (keep in mind, this was the 1920s), safety features, ratings and more.

Finally, when he had finished dazzling her with all of his knowledge and information about the heater, she said, *"Well, I only have one question."*

*"And what is that Madame?"* he replied smiling.

*"Will it keep an old lady warm?"*

*"Why, yes Madame, it certainly will"* he answered.

*"Fine. Then I'll take it."*

You see, all she was really interested in was a heater that would keep her warm. That's what she really wanted.

So often, sales people just go on and on, spewing out litanies of technical jargon and keyword-rich industry language, all in an effort to impress a prospective client with their knowledge and expertise.

Sadly, in many cases, the end result is that they just bore the hell out of the poor person and leave them in a state of cognitive dissonance... and they get a big fat NO for an answer.

**BOTTOM LINE:** Simply find out exactly what it is that the prospect wants and then offer it to them.

If you try to speak your language instead of theirs, you will be making a big mistake... and it will cost you in the end.

Yes, you can cross-sell and up-sell, but do it later... after they have become your customer... after you have learned to speak *their* language.



## TRIGGER EMOTIONS = TRIGGER SALES

IN RECENT YEARS, NEUROSCIENTISTS HAVE CONFIRMED THAT only emotions can trigger decisions.

Interesting.

Most people mistakenly believe that it is logic that persuades us to do the things we do. But this is not the case.

Advertising guru William Bernbach said, *“You’ve got to say it in such a way that people will feel it in their gut. Because, if they don’t feel it, nothing will happen.”*

Now I want you to think about that quote and imagine how it applies to your business and how you market and advertise your product or service.

Experts in psychology, neuroscience and hypnosis have long known that the higher a person’s emotional level, the easier they are to influence. So, it just stands to reason that, if you want to sell someone something, it would benefit you to communicate with them on an emotional level.

Example: Suppose I wanted to sell you a termite treatment. I could say something like this:

*“Termites do more damage to homes each year than fires, floods, tornados and hurricanes combined. No one wants them getting into their home and causing damage. That’s why people need termite protection for their homes.”*

That statement is true and factual... and certainly logical... but totally devoid of emotion.

Here's a better way to say it:

*“Imagine... one day you notice a small fleck of discolored paint peeling on your breakfast room wall and next thing you know, you find yourself with a sledge hammer and pry bar and you’re ripping out sheetrock in your beautiful kitchen and discovering tens of thousands of live termites eating and destroying your wall. It’s obvious to you that they’ve already done thousands of dollars in damages. That’s what termites do to beautiful homes just like yours every day. They hit you when you least expect it and next thing you know, you have discovered the damage they’ve done. It’s a horrible sight when it is YOUR HOME they’re destroying. And, when you realize the whole thing was easily preventable, it makes you sick to your stomach!”*

Do you see the difference?

In the first scenario, the termites are in some far distant place in someone else’s home. It is all about other people.

In the second scenario, they’re in YOUR HOME eating away right now! (Note: I referred to “YOU” at least 16 times.)

You need to be able to make someone *feel* what it would be like to have this happen to them.

Once they feel it... in their gut... they are much more likely to take action and buy from you.

**BOTTOM LINE:** Make your marketing, advertising and sales presentations emotional. The higher the emotional level, the more likely the prospect is to say "YES".



## GIVE'EM WHAT THEY WANT

I ONCE HEARD NIDO QEUBIN, PRESIDENT OF HIGHPOINT University in High Point, North Carolina, tell the story of looking out his office window one day and noticing where students were taking a shortcut between two concrete walking paths.

The students had actually worn a path through an island of trees, shrubs and flowers.

Nido called the college maintenance man to his office. When the maintenance man arrived, Nido pointed out the window to the path.

*“Look... the students have created a path between the walkways?”*

The man replied, *“Yes. I just don't know why they do that. They should stay on the walkways and stay out of the flower beds.”*

Nido replied, *“I want you to get some concrete and pave that path they have created.”*

Somewhat shocked, the maintenance man replied, *“But sir, they already have a concrete walkway.”*

Nido said to him... *“But they don't want to walk on the concrete path that goes all the way around the island. They are showing you where they want to walk... and it is through the island. So... give them what they want!”*

This story is a great marketing message for YOU and YOUR BUSINESS.

Are you giving your customers exactly what THEY want... or are you giving them what YOU want them to have?

**BOTTOM LINE:** You are not your customer. Don't presume to know what they want.

If you will take the time to really observe your customers and listen closely to them, they will show you exactly what it is that they really want.

And then it is up to YOU to give it to them.

If you are trying to force them to walk on a different path, they will soon create a path of their own... and it will most likely lead to one of your competitor's front door!



## PAST BEHAVIOR INDICATES LIKELY FUTURE

PEOPLE DON'T LIKE TO CHANGE THEIR MINDS ABOUT THINGS. We like to be consistent. Our subconscious mind (Elmo) hates change. Change represents risk so we try to avoid it as much as possible. This especially applies to men, who are more likely to perceive changing their minds as a sign of weakness.

This FACT is very important when it comes to selling!

If you make a proposal to someone and they say NO, that means there is a higher likelihood that they will continue to say NO to you in the future.

Therefore it is imperative that you make your presentation in such a way that the prospect can't help but say YES. If they say YES initially, there is a much greater likelihood that they will continue to say YES in the future.

This is referred to as the Law of Consistency.

EXAMPLE: Let's say you meet with Fred Johnson and propose a termite treatment on his home for \$1200.00. Fred might initially balk at such a big price and say NO. If that happens, it will be difficult to change his mind and get the sale.

But, if instead of presenting the big termite treatment first, you pointed out a smaller problem... with, let's say, a yellow jacket nest... and proposed something like this: *"I'll put together a price to treat your home for the termites and then I'll go over it with you in detail if that's OK, but why don't we go ahead*

*and let me take care of these yellow jackets NOW before anyone gets stung. Since I'm already here, I won't charge you for it. Just consider it a favor. Does that sound reasonable?"*

Now, the overwhelming odds are that you're going to get a YES answer.

And, by Fred saying YES to the free yellow jacket treatment, he will be much more likely to say YES to the rather expensive termite treatment.

People are consistent. The best indicator of future behavior is past behavior.

**BOTTOM LINE:** Try to always frame your beginning offer in such a way as to get a YES... even if it's for a free item. If you will do that, it will increase your chances of getting a YES on the big sale!

Make sense? I hope so.



## WHAT HAPPENS AFTER THE SALE?

IF YOU'RE IN SALES (AND WE ALL ARE, NO MATTER WHAT OUR actual title is) you typically have some type of introduction, presentation, close and call to action.

Some sales people... the really good ones... take this stuff very seriously. They are constantly editing, tweaking and refining their entire sales process.

They never stop learning. They never stop sharpening.

They are eternal students of selling.

But many sales people make a fatal mistake that leaves the prospective buyer with one big unanswered question.

And that is: What happens AFTER I purchase this product/service?

The FACT is... they don't even really know they have this question... but it is there nevertheless.

It is in their subconscious mind. It leaves them with a sense of doubt and fear that they don't even recognize at the time.

This subconscious doubt and fear causes them to pause at the end of the presentation. And that pause is oftentimes the fatal "stumble" in the horserace. It prevents them from "pulling the trigger" and signing on the dotted line.

For this reason, it is very important that you tell your prospect what will happen *after* the sale.

Allow them to assume ownership of your product and create an image in their mind of how life will be once you are gone and they are in possession of your product.

This is a powerful response generator. It allows them to experience what it feels like to own it.

And it is your job... as a salesperson... to make sure that feeling is a good one.

**BOTTOM LINE:** If you will do that, you will definitely get more signatures of the dotted line!



## CHALLENGING AN OLD “SALES TRUTH”

I WAS TAUGHT EARLY IN MY SALES CAREER IN THE TERMITE AND pest control industry (as were the vast majority of sales people) that, if a person is getting three estimates for a service, it is best for me to be the last one of the three. Being last gives me a distinct advantage.

I’ve seen termite and pest control sales reps go to great lengths to make sure they were the last ones to present their proposal to a prospective customer.

In the past, I myself have “circled the block” until the other company has left the scene in order to make sure I was last.

But... what if that is not accurate thinking?

What if you found out that you would have a distinct advantage by being first?

Recent studies have actually shown that our old way of thinking is, in fact, wrong!

Neuroscientists have PROVEN that the first person to present actually sets the bar for the others. And... it is typically easier for a person to assess content to be worse than better.

**BOTTOM LINE:** It's better to be first. By being first... you stand a greater chance of staying on top of the list. And you should focus on setting the bar so high that it will be impossible for those following you to measure up!



## WOW... I REALLY DIDN'T EXPECT THIS!

MY WIFE LIKES TO GIVE PEOPLE PRESENTS.

It doesn't have to be a birthday or anniversary or any other special occasion.

If she sees something that she would like to give someone, she just buys it and gives it to them. She calls it a Happy Day Present.

Now I ask you, is that not cool?

Actually, she is the most giving person I have ever known. It's just one of the many things I love about her (I know she's gonna read this).

So... when was the last time YOU gave one of your customers a Happy Day Present?

Can you recall the last time you absolutely blew a customer away by giving them something... or doing something for them... totally unexpected?

If you aren't giving Happy Day Presents to your customers from time to time, you need to start because you are missing out on a great marketing opportunity.

It can be in the form of a...

- ➔ free service
- ➔ free gift

- ➔ movie tickets
- ➔ gift certificate
- ➔ dinner for two
- ➔ bottle of wine
- ➔ a cake
- ➔ invitation to a cookout
- ➔ etc., etc., etc.

Whether you're in a home service industry such as pest control, roofing, plumbing, painting, lawn care, house cleaning... or you are a professional person such as a doctor, lawyer or accountant... it doesn't matter.

It's what I refer to in my book entitled, "The Book On Customer Service", as Shock & Awe Customer Service.

You are limited only by your own creativity and generosity.

**BOTTOM LINE:** Find a way to blow your customer's minds by doing something totally unexpected and outrageous. It will endear them to you for life. It will also make them talk about you in the most positive way... to their friends, family, neighbors and associates.

It will initiate the Law of Reciprocity.

And that, my friend, leads to more referrals, more new customers and more new business!



## WHAT DO YOU WANT FROM ME?

I SPEND MOST OF MY TIME THESE DAYS VISITING WITH PEST control operators and other service business owners. I am constantly having coffee or lunch with business owners, managers, salespeople and technicians.

I spend hours on end listening to them vent their frustrations and disappointments.

And one thing is clear: with rare exception, most problems in small businesses are the direct result of a lack of proper communication.

In many cases, the employees simply aren't sure what the owner really wants from them. And the owner doesn't really know what the employees want either.

Oh, they think they do. But, in most cases... when you really get down to the nitty-gritty of it... they're pretty much clueless.

I met with a small pest control company recently and this fact was painfully obvious.

I found the following conditions:

- ➔ The business wasn't growing. It had hit a wall.
- ➔ Everyone was frustrated.
- ➔ Everyone felt alone and isolated.

- ➔ They were not functioning as a team, but as a group of independent units totally out of sync.
- ➔ The employees all felt taken advantage of, under compensated and overworked.
- ➔ The owner felt taken advantage of. He felt that the employees were compensated well and should be happy just to have jobs.
- ➔ There was a lot of finger-pointing and very little acknowledgement of individual responsibility for anything.
- ➔ Nobody, including the owner, really knew what the other team members wanted from them or expected of them.
- ➔ They were just going through the motions each day.
- ➔ They were not excited about anything to do with the company.

And so... I gathered them all together into one room and here's what I told them to do as a first step to turning things around and building a winning team.

First... I told the owner that it was his responsibility to find out exactly what each employee's goal was within the company. And then it was up to him to do everything within his power to help each employee reach their goal.

Second... I told the owner that he needed to tell his employees exactly what *his* goal was. And then I told the employees

that it was up to them to do everything within their powers to help him reach his goal.

Zig Ziglar said, *“You can have anything you want in life if you will help enough other people get what they want!”*

But first you have to find out exactly what it is THEY really want.

And they have to know exactly what it is that YOU want.

**BOTTOM LINE:** If you will practice Zig’s principle within your business, you will see an increase in motivation and positive mental attitude. And that will ultimately lead to more sales, more new customers, and more new business.

And that is a FACT.



## CUT YOUR OWN THROAT... ER... PRICE!

AWHILE BACK I CONTACTED A TREE CUTTING COMPANY TO remove some dead trees on my property. I knew sooner or later the trees would fall on my house and hit me in the wallet, so I decided to be pro-active and reduce the damage before it actually happened.

When the tree man arrived, I first only showed him one tree I wanted to have removed.

He said, *“Well... normally our minimum charge is \$350.00 but I’ll give you a half price deal on this one. If you want it cut down, I’ll do it for 180.00. How does that sound?”*

I said, *“That sounds pretty good”... but I’m thinking, “Wow, he’s already cut his price before getting any reaction or response from me at all. I wonder what’s next.”*

I then pointed out the other 2 trees I wanted to have removed. He did some calculations and then presented me with a written estimate. The price was \$630.00.

Immediately, as he handed me the estimate, he said, *“If you’ll go ahead and sign here and let me do the work, I’ll knock off another \$90.00 and do the whole job for \$540.00.”*

I hesitated.

Then I said, *“Well, I really need to discuss this with my wife first.”*

He replied, *“If I agree to do it for \$510.00 would that help you make up your mind.”*

I explained that my wife and I usually don't make such decisions without consulting each other.

He seemed annoyed when he left.

I called him a few days later and told him I'd take his \$510.00 offer.

And now the trees are scheduled to be gone and I am happy... especially since I saved \$120.00.

I'd have gladly paid the original price of \$630.00. The man came highly recommended by a trusted friend and that's all I needed to be confident doing business with him.

But instead I got it for \$510.00... all because he began negotiations on his own price!

**BOTTOM LINE:** State your price and then shut up and wait for the other person to say something. In most cases they will simply say, "OK". Believe me, if they want to negotiate the price, they will do it. They don't need YOU to give them the idea that it actually is negotiable.

Note: This is not the same as offering a deal and a deadline in your ads.



## THE CONTINUING SAGA OF THE TREE CUTTER

IN THE LAST CHAPTER I TOLD YOU THE STORY OF THE TREE company I had contacted to remove several trees that were leaning toward my house. They arrived on time to give me the estimate, but made an obvious sales blunder with their presentation which ultimately cost them \$120.00. (I'm not complaining... yet.)

I called them several days later and gave them the go-ahead on the job and here's what happened next:

- ➔ They never called me back to schedule.
- ➔ I finally called them and the guy told me to fax *my* copy of the estimate to his office and his secretary would call me back within an hour to schedule. I did... and she didn't.
- ➔ Finally... after four days of waiting... I called them back and left a message that I wanted to have the job done on a Thursday am. I never heard back.
- ➔ After several days, I called again and left a message. I received a message on my voice mail later that day that the job was scheduled to be done the following Monday.
- ➔ I called back and rescheduled for the following Thursday, first thing in the morning. She assured me

they would be there first thing. She made a note for it to be the very first job that day.

- ➔ Thursday 9:30 am, no sign of them yet. I called. No answer. I left a message that I was waiting.
- ➔ 11:45 am, still no sight or word from them. I called back. No one there. I left a message to cancel the job.

I still have not heard from them. Go figure.

I have dealt with some pretty frustrating companies in my days, but this one was about as bad as I've ever seen.

How do they stay in business?

What is going on with them?

I am a well-connected person in my community and they knew that. As a matter of fact, they were very familiar with my radio and television shows and told me they had been big fans of mine for years. They were very pleasant and likeable fellows.

But, now they have totally disappointed, frustrated and alienated me. And let me be even more frank... they really pissed me off!

They basically cost me a whole day out of my life. The time I spent with them getting the estimate was ultimately wasted, and I waited here another half day and they never showed up.

Do you think I will ever recommend them to anyone else?

Do you think I will ever say anything good about them to anyone else?

Do you think it will ultimately cost them a ton of business over the years by being so unprofessional?

Of course, you know the answer ... and it is very sad.

**BOTTOM LINE:** The number one most effective marketing tool of all time is GREAT CUSTOMER SERVICE. (Apparently no one has ever told them that... or they just didn't listen. Or maybe they just don't care.)

Oh, and I found another company that was great, and the trees are gone and I am happy. They even beat the other guy's price by 50 bucks too!



## THE LAW OF REDUNDANCY (WHY MUST I REPEAT MYSELF?)

AWHILE BACK, THIS GUY ASKED ME ABOUT ONE OF MY NEW sales and marketing workshops.

He said, *“Will I hear anything I haven’t heard before?”*

And I said, *“Yes... but... it’s important that you hear some things over and over again.”*

He looked puzzled. I could tell he didn’t get what I was talking about.

The FACT is... we hear something one time and we are likely to forget it. We hear it repeatedly and we are more likely to remember it.

And... if it is important... and we remember it... we are more likely to take action.

Make sense?

Example: Research clearly shows that the average person makes a purchase after from 5-12 exposures or touches. We see an ad, we hear it on the radio, we see it on TV, we receive a coupon in the mail, someone mentions it to us, etc.

Sooner or later, we make a decision to purchase the product. This is because our subconscious mind has finally become convinced that it is the right thing to do.

**BOTTOM LINE:** When you're making your next sales presentation or designing your next sales letter... you should pick your strongest point and emphasize it over and over again.

Savvy marketers are fond of referring to "The Power of Redundancy".

Need I repeat myself?



## WHADDAYATHINK COACH?

QUESTION: WHAT DO TIGER WOODS, MICHAEL JORDAN, Meryl Streep, Chipper Jones, Peyton Manning, Robert DeNiro, Cher, Al Pacino, Bill Gates, and Andrea Boccelli all have in common?

Answer: They all have or had great coaches, mentors and advisors.

Were it not for that, those people I just listed would not be famous today.

Throughout history, successful people, no matter what their field of endeavor, have realized the importance of coaching and mentoring.

Intelligent people know they can't get to where they want to be by themselves.

Top professionals seek out guidance from trusted advisors.

They also make it a point to learn something from everyone they come in contact with. And they use that information to help themselves achieve a higher level of success and wealth.

If you are a business owner... or an employee... you need to seek out trusted people (i.e. role models) who have already done what YOU seek to do.

Whether your goal is to build a successful business, or work your way up within one, you need to study successful people and model their behaviors.

One thing I have found over the years is that truly successful people are also grateful people. They didn't arrive at where they are alone. They were coached, guided and mentored along the way. And, almost without exception, they are eager to share their knowledge and experiences with others.

They realize what Ralph Waldo Emerson referred to as "The Law Of Compensation". The more you give, the more you get in return. And the more you get in return, the more you give back.

I once heard someone say that the difference between a rich man and a broke man is this: A rich man seeks to learn everything he can from everyone he comes in contact with. A broke man isn't interested in learning anything from anyone... because he already knows everything there is to know!

**FACT:** If you want to be successful, you need to do what successful people do... and you will succeed.

If you want to fail, just do what failures do... and you will fail also.

**BOTTOM LINE:** If you own a business, or if you work for a business, you are not alone... so don't pretend to be. You need to constantly seek out the advice and guidance of successful people who have been there/done that... and who are eager to help YOU go there and do it too!

(You can check out my coaching program at <http://www.HalColeman.com/coaching>)



## ARE YOU A CONFABULATOR?

DO YOU CONFABULATE?

The answer should be YES. The FACT is... we all do it.

We often don't know why we do the things we do. We think we do but, in reality, we really don't.

But, we are quick to make up a reason that we actually believe, even though it's not true.

Psychologists call this *confabulation*.

OK... so we all confabulate. So, how does this pertain to you and me and our businesses?

It's simple. Buying decisions originate in the subconscious mind. Something... either pictures, words or sounds... but usually some combination of the three... generates a buying decision in our subconscious mind (Elmo) and we write a check or swipe a credit card.

After we have made the decision to make a purchase, we begin to justify our decision. We tell ourselves... and maybe others too... why we chose to buy the particular product or service.

We think we made a rational decision based on common sense and logic. But, in reality, the exact opposite is true. We made the decision because something triggered it in the old, primitive part of our brain we call the subconscious.

That is why knowing how to effectively identify and use psychological buying response triggers is so important.

Mark Twain said, *“The difference between the almost right word and the right word is like the difference between a lightning bug and lightning!”*

So let me ask you...

- ➔ Do you know what the top 12 psychological buying response triggers are?
- ➔ How many do you use on your website?
- ➔ Your ads?
- ➔ In your sales presentations?

Do you know what a big difference it would make in your business if you did know how to use them?

**BOTTOM LINE:** Knowing how to use pictures, words and phrases to trigger subconscious responses in a person and generate a buying decision is the ultimate key to unlocking the buying vault in their brain. It is the true secret to selling.



## USE YOUR VEHICLE TO GET MORE NEW CUSTOMERS

AWHILE BACK I PRESENTED A TWO HOUR SEMINAR SPECIFICALLY for pest control operators. There were about 25 people in attendance.

The meeting was held in a private meeting room at a popular restaurant located on a major, busy highway. Literally thousands of people (potential customers) pass up and down this particular stretch of highway every day.

At the beginning of the meeting I pointed out to everyone that only two pest control vehicles were parked in front of the restaurant.

Not only could everyone coming into the restaurant parking lot immediately see those two vehicles, but so could everyone passing along that busy highway.

All of the other vehicles were parked out back, behind the building and out of sight from the road.

My question to the attendees was this: Why would you pay a lot of money to put the name of your company and your contact information on the side of your vehicle and then hide it by parking in the rear of a busy restaurant... completely out of sight of a busy highway... with tons of potential new customers passing by every minute?

What are you thinking?

Your vehicle is a rolling billboard for YOU and YOUR BUSINESS!

What do you want it to do for you besides just getting you from one place to another?

Do you want your vehicle to act as a sales person and get you more new customers?

Do you want your vehicle to trigger a buying response in some stranger and cause them to write down your phone number and call you later to schedule an appointment?

Of course you do.

But... in order for those things to happen... your vehicle must be *seen* by them.

**YOU NEED TO ALWAYS PARK YOUR VEHICLE WHERE THE ABSOLUTE MOST POSSIBLE PEOPLE CAN SEE IT AT ALL TIMES!**

This includes restaurants, schools, churches & synagogues, grocery stores, town meeting halls, ball games, soccer practice, shopping malls, swimming pools, boat ramps, dog groomers, friends' houses, hair salons, tennis courts... and wherever else you go in your vehicle.

And this especially includes while you're at a customer's home. You should always park your vehicle where it is visible from the street and anyone passing by can see it.

**BOTTOM LINE:** If you park your vehicle where no one can see it, then you are wasting a great opportunity to market your business to the neighborhood and the community. Now... go move yours to a good spot and let it work for YOU!



## YOU'VE BEEN HYPNOTIZED!

WHETHER YOU KNOW IT OR NOT... YOU'RE HYPNOTIZED.

Starting before you were actually born, you've been programmed to act certain ways and exhibit certain behaviors.

Napoleon Hill refers to this pre-programming as Hypnotic Rhythms.

And it is these hypnotic rhythms that ultimately lead us to where we are in the world we live in.

Sometimes we reach a certain place in our lives, in our relationships, in our businesses and in our jobs and we get stuck. We come to a halt in our growth. Different people reach these places at different times in their lives.

We come to a halt because we have established hypnotic rhythms that keep us in that one place and won't allow us to move forward.

Negativity, self-doubt, anger, fear, jealousy, laziness and resentment are all the result of well-established hypnotic rhythms.

And we unconsciously reinforce these behaviors over and over again, which makes it all that much harder to break free.

Example: We tell ourselves over and over again why we can't do something, or why a certain idea would not work for us, or why we aren't getting certain things out of life that we think...

or wish... we could, or why we can't advance beyond a certain level of success and happiness.

Hypnotic rhythms keep us from getting our ducks in a row.

**FACT:** We can all achieve so much more than we are achieving right now if we learn how to break free of certain hypnotic rhythms.

Breaking free of hypnotic rhythms takes work, practice and determination. But most of all it takes ACTION. There must be a willingness to create change.

It is about breaking old, limiting habits and behaviors and creating new ones.

And it all begins with how we talk to ourselves. We must learn to say the right things.

We have to learn how to talk back to that negative inner voice (Elmo) that is constantly keeping us on track to stay where we are. We do this by using daily affirmations and positive self-talk and taking certain deliberate, calculated steps to re-program ourselves.

We are all exactly where we are today and accomplishing what we are accomplishing because we have unconsciously chosen it and we accept it. It is nothing more than hypnosis. We are hypnotized to do what we do.

I challenge YOU to identify just one hypnotic rhythm in your life that is holding you back from doing what you know deep down inside you need to do.

It could be a business decision. It could be contacting a certain prospect. Or it could be something more personal like apologizing to someone or asking for someone's forgiveness.

Once you've identified it, agree to take just one small baby step... TODAY... to change it.

And then tomorrow... take another small step.

**BOTTOM LINE:** If you will do this each and every day, it won't be long before you find yourself headed in a new direction.

I hope this makes sense to you.



## OF THE THINGS WE THINK, SAY AND DO

I'M A ROTARIAN. I HAVE BEEN A MEMBER OF THE ROTARY CLUB of Roswell for 19 years.

I also speak at lots of other Rotary Clubs. I think I spoke to 24 Rotary Clubs last year.

In Rotary, we have something called the 4-Way Test. Each week, at the end of the meeting, we all stand and recite the 4-Way Test.

It goes like this:

Of the things we think, say and do...

- ➔ Is it the TRUTH?
- ➔ Is it FAIR to all concerned?
- ➔ Will it build GOODWILL and BETTER FRIENDSHIPS?
- ➔ Will it be BENEFICIAL to all concerned?

The 4-Way Test was created by Rotarian Herbert J. Taylor in 1932 as a code of ethics for a struggling business he was attempting to save. It became the company's guide for all sales, production and advertising, and all other relations with dealers and customers. The survival of the company is credited to this simple philosophy and code of ethics.

Even if you aren't a Rotarian, the 4-Way Test is a great statement of how we should not only run our businesses, but a

great guideline for living our personal lives and how we relate to others.

I think about the 4-Way Test each week when I recite it. I take it to heart. I have literally walked away from business deals and relationships with others because they did not fit the 4-Way Test.

I can think of no better way to grow a business and achieve success, wealth and happiness than to live by the 4-Way Test.



## REFERRAL TIP THAT WORKS

FROM TIME TO TIME, SOME OF YOU SEND ME QUESTIONS (WHICH I strongly encourage). I try to answer them all. Here's an actual question I received a while back (I never share your real names).

I hope my answer is helpful to you in some way.

QUESTION: *“Hal, I need help on how to ask for referrals. I think it could really help my business grow if I just asked people I’m already working with if they have friends I could work with... but I can’t get over this mental block that it’ll come across desperate, so I end up not doing it. What’s the best way to ask for referrals without sounding needy or like you’re using your friends/existing clients? That’s what I need help on now.”* Bob

MY ANSWER: Believe me Bob, you’re not alone. This is a very common obstacle for lots of folks.

However, the FACT is... if you don’t ask... you won’t receive... at least not nearly as many.

So, here’s a tip you can use: (There are lots of creative ways to generate referrals. This is just one of them.)

Listen very carefully for the words, *“Thank You”*. This is very important. When you have just solved a problem for someone by providing a great service, and they thank you for it, they are at the very peak of their acceptance of you.

This is the absolute best time to ask for the referral!

Here's the standard line that I recommend: *"You are welcome. Glad I was able to help you. Now, if you don't mind, could I ask you to do me a small favor?"*

They will almost ALWAYS respond, "Sure" or "Yes".

Now... what just happened? They have now verbally committed to do you a favor.

Did you know that people are up to 5 times as likely to follow through on something once they have verbally stated they will do it? It's true. (Deutsch & Gerard)

So, now the person has committed to do you the favor. You respond with the following statement:

*"Could you give me the name of someone else you know who might, at some point, need my service? I'd like to send them some FREE information and let them know that I have been able to help YOU and I am here for them too if they need me."*

At this point, you hand them a little referral card or form, and a pen to write with. Then just stand there and wait as if you expect them to do it. Don't be afraid. They won't bite you.

You'll be surprised how many referrals this little technique will lead to.

Trust me... asking for referrals in no way conveys desperation, unless YOU convey desperation.

So... be CONFIDENT... look them in the eyes... and ASK!

It won't work every time. Nothing ever does. But, once you try it a few times and get over your anxiety of asking, you

will become much more comfortable and confident. You can tweak the process as you go along, and, believe it or not, it will actually become something you get very good at and look forward to.

And it will lead to MORE REFERRALS and MORE NEW BUSINESS.

Remember... the worst possible thing they can do is say NO. And if they do, you just move on to the next one... period. You don't dwell on it. It's OK to be told NO. Really, it is!

**BOTTOM LINE:** If you will ask for referrals you will get more of them. And when you do get a good one that leads to new business... the way I see it... that ain't too shabby for just asking a question.



## PLEASE DON'T CONFUSE ME

HERE'S A GREAT TIP THAT WILL INCREASE YOUR SALES: IF YOU want to maximize your sales and closing percentages, there is one thing you want to avoid... and that is... confusing the subconscious mind of the prospect.

Why?

Because a confused mind almost always says NO. A confused buyer very seldom buys.

Almost all buying decisions originate in the subconscious mind.

**FACT:** If you don't understand how to market to the subconscious mind of the prospect, you will leave a ton of business on the table.

Here is a simple 3 Step Formula you can use that will help you make more sales and close more deals.

You must tell the prospect, in the simplest language, the following 3 things.

- ➔ Here's what I've got.
- ➔ Here's what it'll do for you.
- ➔ Here's how you get it.

Always make sure your marketing, advertising, and sales presentations (especially your website) focus on these 3 things and you will see your sales and your closing percentages increase.

**ANOTHER FACT:** Most websites, ads, brochures, flyers, billboards, vehicles, signs... and even business cards... are confusing, at least to some degree. They leave too many unanswered questions, which leads to a confused mind.

The logical response is, *“Well surely they know what I do and what I’m selling and how to get it. Give them some credit for being able to figure it out.”*

The problem with this thinking is this: People don’t act or react logically. This has been proven through research and testing time and time again.

I hate to tell you this, but your prospects really aren’t that interested in the biology of termites and cockroaches. They’re only interested in getting rid of them and protecting their homes and families.

Many times over the years I have seen termite and pest control sales people (me being one of them) bore a prospect to death with all the latest technical jargon, terminology, technology and statistics, and graphics... when all the prospect really wants to know is... what you have and how it will help

them. (They only want to know what time it is. They do NOT want to know how to build a clock!)

Not that people aren't interested in learning about things, especially when they are about to spend a lot of money on something. But they need to see the direct benefit in such a way that it clearly resonates with them and they understand how it will solve their problem or heal their pain.

**BOTTOM LINE:** It's up to YOU to make it easy for THEM to say YES.

- Tell them what you've got
- Tell them what it will do for them
- Tell them how they can get it.

If you will do that, more of them will buy from YOU!



## ARE YOU DATING YOUR CUSTOMERS?

Remember when you first fell in love or had your first big crush on someone?

Remember how excited you were?

Remember how perfect they seemed?

Remember how perfect YOU tried to be?

You dreamed how wonderful it would be spending the rest of your life with that person.

And then... you got married!

As time went by, the flaws and imperfections began to materialize as you began to see another side of that person... and them of you? Some of you were able to make adjustments and move forward into a successful long term relationship. Others were not.

Here's what happens (of course I'm not telling you anything you don't already know): A darker side begins to emerge... and with it comes the doubts... followed by frustration, regrets and dissatisfaction. In many cases it ultimately leads to separation and divorce.

At first, when we're dating, we only show the other person our good side... the absolute best we can be. We are selling and selling hard. We are doing everything we can to insure that we are loved and accepted.

But... a person can only do that for so long. After a while, we begin to relax and reveal more of the whole package. Bits and pieces of our darker side begin to emerge (and yes, everyone has a darker side).

Once we are married, we have a tendency to stop dating and we begin to assume permanency.

When we stop dating... we stop working!

Well, that same thing is true with your customers. We work extremely hard to get them. And then, once they are ours, we have a natural tendency to assume permanency. And that can set up the eventual downfall of the relationship.

Always remember... You must NEVER STOP DATING YOUR CUSTOMERS. The minute you do... you are headed for trouble.

**BOTTOM LINE:** You cannot afford to E-V-E-R take your customers for granted. You must court them, woo them, romance them, praise them and "wine and dine" them continuously. You must re-win their love and devotion each and every time you have contact with them. You must never stop working on the relationship.

Never think you are married to your customers. If you do, you'll end up losing half of them. They will divorce you in a heartbeat as soon as someone else comes along and whispers the right thing in their ears at just the right time... and YOU... will become an X!



## A LESSON FROM BARNEY FIFE!

EVER WATCH THE ANDY GRIFFITH SHOW?

If you do, who is your favorite character?

Every time I ask someone that question... almost without fail... they answer, “Barney”.

Why? “Because he’s so funny!”

It might surprise you to know that Don Knotts, who played Barney Fife, was NOT a naturally funny guy.

My friend Ludlow Porch once interviewed Don on his radio show in Atlanta and he said it was like pulling teeth to get Don to talk.

Don said, “People think I’m funny, like Barney, but I’m not. I can’t adlib. You’ll have to ask me specific questions and I’ll try to answer them as best I can... but don’t expect me to be too funny.”

You see, Don Knotts was not a naturally funny guy... but he was a GREAT actor! When given a script where he had to play a nervous, fidgety, bumbling sheriff’s deputy, he pulled it off brilliantly. He studied his lines and practiced his moves until he had it down pat.

Here’s a personal example: Awhile back I had to do some serious cold-calling for the first time in many years.

At first I said to myself, “I don’t want to do this. I hate cold calling. It’s just not me.”

But then I decided to take a lesson from Don Knotts. I became an actor. I played the part of someone who loves making cold calls.

And, looking at it from that perspective made it a whole lot easier... and I believe... more successful.

**BOTTOM LINE:** We all have to do things from time to time that don't feel natural to us... especially in our businesses. But, in order to be successful, we must do them anyway... or suffer the consequences.

So... the next time YOU are faced with doing something in your business that you'd rather not have to do, just imagine yourself as an actor playing a role. And the role calls for you to be somebody else at the moment... who really LOVES doing it. I think you'll be surprised how much easier it is.

Now... whatever it is you know you need to do... go do it!



## ARE YOU HEADED FOR THE PLAYOFFS?

OWNING AND OPERATING A SMALL BUSINESS IS NOT EASY. THE challenges are endless. Decisions, decisions, decisions! The only people who really know and understand why you lie awake at 2:00 am with that knot in your stomach are other small business owners.

Surely there's got to be a better way, right?

Well, maybe this thought will help you.

I've said for years that we should run our businesses as if they were professional sports teams.

Let's take baseball for instance.

What are some of the things you notice about a professional baseball team... especially the really good ones?

They function as a team and not just a group of individuals doing their own thing.

They never stop training.

They have an effective coach/manager who knows how to lead and inspire.

They are always pumped up for the game.

They encourage each other at every opportunity.

They listen to the coach and are fully expected to follow his instructions.

They are expected to maintain a positive mental attitude.

They KNOW that if they don't do their best and perform up to expectations, they will be TRADED or RELEASED.

No one player is more important than the team.

Attitude is everything.

They play to WIN!

**BOTTOM LINE:** When a team's owner and general manager make the decision to go for the pennant, they begin looking at the things that must be done to reach the next level of performance. And that usually begins with trading or releasing some players and shifting others to new positions.

So ask yourself the following questions about YOUR business:

Are we functioning as a team or just a group of individuals doing their own thing?

Do we have the right players in the right positions?

Do we need to trade some players?

Am I an effective coach/manager/team leader?

What do we need to do to be ready for the playoffs (reach the next level of performance)?

And finally... ask yourself this question:

How badly do I want to WIN?



## RELAX... IT'S JUST AN EGG!

HERE'S AN EXAMPLE OF A GREAT MISSED MARKETING opportunity!

My wife and I like to go out to breakfast at least once each weekend. We normally go to the IHOP just around the corner from our house. But awhile back, we tried a new restaurant she'd heard about. It was halfway across town.

I'll admit the food was good, although noticeably more expensive than the IHOP.

We had a nice breakfast, coffee and some good, relaxing conversation. As we were finishing our meal, my wife said to me, "OK, so what do you think? How do you rate this place?"

I said, "Well, to tell you the truth, it was a major missed opportunity."

I could tell by the look on her face that her question was in reference to the food and not the marketing opportunity. She knew she was in for another mini-seminar.

Lynn pointed out that the waitress was wearing a T-shirt, and on the back it read, "Relax...it's just an egg!" She thought she had me.

But I said, "Exactly. It's just an egg. So why would I want to drive all the way across town and pay 25 percent more money for just another egg?"

She said, “OK, *I give up. Why?*”

I reminded her that, when we walked into the restaurant, we got the standard lines and the same half-hearted, fake smiles that await you in almost all of the other two dozen restaurants where we could have chosen to eat breakfast.

This was my very first visit to a brand new restaurant and, when I walked out the door, no one knew my name. I didn't know anyone else's name. No one knew that I was a local native. They didn't know that I had been born and raised just around the corner and that the loft apartment building right across the street was once my high school. They didn't know that, for years, my dad's real estate office was in the very building where we sat (His desk was located about 10' from the booth we were sitting in).

They didn't know a thing about me.

Why?

Because they DIDN'T ASK.

They couldn't have cared less about forming a relationship with me. All they cared about was selling me 'just another egg'.

Yep. That just about sums it up. Another sadly missed opportunity to create a raving fan and loyal, faithful, customer and advocate.

What could have been different?

How might the waitress have approached me, the customer, from a different angle?

Very simple. Treat me like a long lost friend, or a celebrity. Don't treat me like just another customer. Make me feel special. Get to know me. Show me that you genuinely care about me.

Give me a GREAT EXPERIENCE... not just another egg!

Why?

Because if you don't, I... the customer... probably won't come back. And, if I don't, you will go out of business. If I don't go out into the community and say good things about you, you are dead meat!

So, they should have given me the kind of treatment that would make me want to come back, because now it's more than just an egg. It's an experience. It's a connection. It has heart and soul. It is breathing.

Alas, there must be life beyond the egg!

**BOTTOM LINE:** It is not just another egg. It is all about the relationship. I can get another egg anywhere... and a heckuva lot cheaper one too. If the restaurant thinks it's just about the egg, they will not survive. And another great opportunity will be lost forever.

Great customer service is all about the relationship and not the product.

You have to make'em "feel the love".

If you don't, you'll be toast (with no egg)!



## NOTHING HAPPENS UNTIL SOMETHING MOVES!

I'D SAY, WITHOUT A DOUBT, THAT ONE OF MY BIGGEST FRUSTRATIONS in life is this: Seeing people who are struggling, offering them a simple solution, and sitting back and watching them do absolutely nothing with it!

Could this be you? Has it ever been?

I'll tell you right now that it certainly has been me at times. I'm not ashamed to admit it. I'm human!

**FACT:** As human beings, we often have a hard time taking action on certain things that affect our status quo.

Why?

Because taking action brings about change... and the subconscious mind (Elmo) hates change.

Elmo perceives change as a threat to us and he wants to protect us from it. Therefore, he will trick you, deceive you, manipulate you... even stab you in the back... whatever he has to do... to keep you from changing.

Here's a prime example of my frustration: One day I was shopping in a local hardware store. The owner was complaining

that business was slow. He mostly blamed it on the economy and the Home Depot store across town.

He whined, *“People drive right past my store to go to that store when they could buy it cheaper here.”*

I said, *“Do you mean to tell me you’re cheaper than Home Depot?”*

He answered, *“We sure are ...on lots of items.”*

I asked, *“Do all of the people driving by your store know that?”*

He said, *“If they would just stop and check our prices they would.”*

(Once again, here’s an example of a business owner who somehow expects customers to just show up as if by magic.)

I said, *“Listen...why don’t you put up a sign out front... or on your vehicle (he already had a sign on his vehicle with the name of his business on it)... or in your store window... that reads something like this:*

*‘We Beat Home Depot Prices!’ Or...‘Pay Less Here Than Home Depot!’*

He said, *“Well, I guess I ought to do that. It would probably help.”*

I said, *“Do Ya Think?”*

And... you guessed it. That was two years ago. He has done nothing as of yet.

**BOTTOM LINE:** Einstein said it best: "Nothing happens until something moves." Don't whine and complain about the way things are. Instead, get off your butt, roll up your sleeves and go do something about it.

Waiting for change, hoping for change and praying for change is not a good business strategy.

Going out and creating change is!

Now... get moving and go do what YOU need to do.



## BECAUSE I SAID SO!

“TURN OFF THE TV AND GO TO SLEEP RIGHT NOW.”

“Why?”

*“Because I said so.”*

I can still hear my dad saying those words to me when I was a kid. Back then, there were times when his authority was simply enough. He didn't need to go into a long drawn-out explanation. His word was final. I turned off the TV and went to sleep.

Do you remember those days? I'm sure you do.

*Now, my dad could have said, “Son, it's time for you to turn off the TV and go to sleep. If you don't do that, you won't get enough rest and you will not do well on your test tomorrow. If that happens, it will affect your overall grade point average and that will go into your permanent record. It may very well prevent you from receiving an academic scholarship later on and you may not be able to attend the college or university of your choice, thus limiting your earning potential and possibly leading to a career which will neither fulfill you nor meet your financial needs. Don't you think it would be wise for you to turn off the TV now and try and get some sleep?”*

As a first or second grader, I wouldn't have been able to comprehend all that information. As a matter of fact, I most likely

would've fallen asleep long before he actually finished his detailed explanation!

But, as an adult, I do question things.

Nowadays, I need information.

I need to know WHY.

And *"Because I said so"* just doesn't cut it anymore (Although, if my dad was still around, it might).

Our customers are the same way. They want to know WHY.

Most of the time, all they really need in order to say YES... is to know WHY.

Example: A customer says, *"I received a notice that Bob is no longer going to be my bug guy and you are sending some new technician named Steve to my house. Why?"*

Answer (Why): *"Because... Bob has been promoted! He is now in sales and is no longer servicing residential pest control accounts. He is excited about his promotion. We wish Bob the best and we know you do too. Steve has taken over Bob's responsibilities. But, rest assured, Steve will deliver the same high quality care and friendly customer service that you were accustomed to with Bob. I guarantee it. Just give Steve a chance and let him prove it to you. Would you be willing to do that?"*

**BOTTOM LINE:** Anytime you change the rules, raise your prices or ask your customers to do something different and/or unexpected, you must give them a complete, detailed explanation that they can clearly understand. (And it helps to leave them feeling as if they have a choice and not feeling boxed into a corner.)

Why?

Because... you want them to say YES.

And "Because I said so" just won't cut it (unless they are all first or second graders).

NOTE: This is different than a call to action.



## TRY BUYING A VACUUM CLEANER

BACK IN THE EARLY 1970'S, MY PARENTS OWNED AN OLD Electrolux vacuum cleaner. It was so old that it didn't have wheels. It had metal sled runners on the bottom and you had to literally drag it around behind you. My dad did the vacuuming because my mother had a bad back.

The attachment on the end got to where it wouldn't stay on, so Dad called the Electrolux Company and ordered a new attachment.

They said, *"We'll have somebody there tomorrow at 2:00 pm."*

My dad said, *"That'll be great. But I want you to tell whoever comes here tomorrow to stay in the car. I don't want them to set foot on my property. I'll be watching for them and I will have the money ready and I'll meet them in the driveway and pay them."*

The man said... *"Fine... whatever you say sir."*

So, the next day my dad is sitting out on the carport on the glider (Ya'll know what a glider is, right?) waiting for the Electrolux man to show up.

At EXACTLY 2:00 pm a station wagon pulls into the driveway. My dad walks out to the car and this guy rolls down the window and says, *"Mr. Coleman?"*

My dad replies, *"That's me."*

The guy says, *“I’m Bob from Electrolux. I have your vacuum cleaner attachment.”*

My dad says, *“Great... I have your money.”*

My dad said, *“Did they give you my message?”*

Bob replied, *“Yes sir. They told me to stay in the car and not set foot on your property.”*

Dad said, *“That’s correct.”*

And so the guy gives my dad the attachment and my dad gives him the money and they shake hands and thank each other.

Now, as my dad is walking back to the house, Bob says, *“Uh... Mr. Coleman... Sir... I need to show you one thing about that attachment.”*

So, my dad walks back to the car and the guy takes the attachment and shows my dad a little button on the side and says, *“Normally you just press this little button and it snaps right on, but there is actually a design flaw in some of those older models and they don’t fit exactly right. Now... so that I don’t have to come back here tomorrow and bring another attachment... can we just go inside and make sure this one fits correctly. If it doesn’t, I can adjust it so that it will.”*

My dad said, *“Well, that makes sense... OK... come on... follow me”, and they went inside the house.*

You guessed it. 47 minutes later---my dad bought a brand new \$800.00 vacuum cleaner!

You see, my dad knew that if that guy ever got out of the car he would sell him a vacuum cleaner. And the guy knew that... if he could just get out of the car... he could sell my dad a new vacuum cleaner!

Why?

Because he knew (so did my dad) he had a powerful, dynamic, compelling, hypnotic, seductive, well-rehearsed, irresistible... **PROVEN...** sales presentation!

Plus... he already knew that my dad had an old worn out vacuum cleaner.

He had obviously spent many hours testing, editing and rehearsing his presentation. He knew when he left his office he was going to sell my dad that vacuum cleaner (if only he could get out of the car).

Plus, the guy had so much enthusiasm. It was so obvious that he loved the company he worked for and loved the product he was selling. And... he was totally confident in his abilities as a salesman.

And this guy obviously knew that there are 5 reasons why people don't purchase your product.

- ➔ They don't want it
- ➔ They don't need it
- ➔ They can't afford it
- ➔ They don't have time to mess with it
- ➔ Or... they don't trust YOU!

Now, the first one was easy. The guy showed my dad how his new vacuum cleaner would just glide around like it was on a cloud. You could pull it around with 2 fingers. MY MOTHER COULD VACUUM AGAIN! That took care of the want issue. My dad WANTED IT!

Second: He proved my dad NEEDED it. How did he do that? By sucking up about 2 1/2 lbs. of crud out of the carpet right smack in the middle our living room floor. Big WOW MOMENT. Now my dad sees a definite NEED for the new vacuum cleaner.

Third: Can't afford it? No problem. "No Money Down". Keep it. Use it. We'll break it down into small payments. Painless. It was made totally AFFORDABLE!

Fourth: Don't have time for it? The guy was already there. It's done. Presentation over!

And last: TRUST... and this is the biggie... because you can overcome all of the other objections, but, if someone doesn't trust you they aren't going purchase from you... period. Now, this guy arrived exactly when he said he would. The vacuum cleaner did exactly what he said it would do. He PROVED his trustworthiness!

And therefore he made the sale.

**BOTTOM LINE:** If you're one of those sales people who thinks winging it in sales is good enough... If you think you don't need a well-rehearsed, polished, killer, dynamic, hypnotic, irresistible, bullet proof, PROVEN sales presentation... if you think it's not important to completely understand and resolve every possible objection and obstacle you might encounter on each and every sales call you might ever make... you'd just better hope and pray you never have to compete against someone who does, because, as my dad used to say... "They will clean your clock!"

And you also need to know this: My dad was thrilled with his purchase. He loved his new vacuum cleaner... and the salesman.

Yep. Bob knew how to avoid the remorseful buyer syndrome also!



## DO TRY THIS AT HOME

HERE'S AN EXERCISE YOU MIGHT WANT TO TRY. DON'T WORRY. It won't hurt. It'll be fun.

It will also give you some great insights into how to translate the benefits of doing business with you to anyone considering purchasing your product or service.

First... set your timer for thirty seconds.

Now... pretend you are speaking with a prospect and, in thirty seconds or less, tell them why they should do business with YOU. And tell them without ever using the words I, Me, or We. Don't cheat. Don't use those words... not even once. (HINT: You can use the word YOU as many times as you want to.)

Go ahead. Start now.

Ok... STOP. How did you do?

If you're like most people, you probably failed miserably. But that's OK. You see, you're just responding based on the way you have been programmed. We all tend to focus on ourselves rather than the other person. So don't feel bad. You just need practice, that's all.

But... once you *do* learn how to focus on the other person... and deliver your sales pitches and presentations with THEM at the center... you will see a *big difference* in how they react to YOU.

Example: Remember when you first started dating? What happened when you went out with someone and they spent all night talking about themselves?

When I ask that question in my workshops, almost everyone agrees... NO SECOND DATE.

Well, it's the same thing with selling. No one really wants to listen to you talk about yourself and your company. What they really want to hear is you talking about *them* and *their* problem and how you and your product or service can help *them*.

Make sense? I hope so.

**BOTTOM LINE:** Make the focus of your presentation all about the other person and not all about YOU. If you will do that, you'll see your closing percentage increase... I GUARANTEE IT!



## SECRET GROWTH FORMULA #10

I REMEMBER BEING IN 9TH GRADE ALGEBRA CLASS AND HAVING to learn lots and lots of formulas.

I absolutely HATED it! To me it was a total waste of my time.

Why?

Well, for one thing, I couldn't see for the life of me how that stuff was ever going to help me. I couldn't see myself ever actually using a single one of those formulas in my everyday life. I saw no benefit to me whatsoever.

I guess I was just too practical for my own good at the time... or maybe not.

But... here is a formula that is easy to learn and has a great benefit. I used it when I owned my pest control business to get lots of new customers.

$AFR + RI = MNC$

AFR = Ask For Referrals

RI = Referral Incentives

MNC = More New Customers

If you will learn this formula and practice using it, it will put more new customers on the books and more money in your pocket.

If you want to grow your business, you need to do everything you can to enhance your ability to generate referrals... especially from your current customers.

**FACT:** If you do good work, a certain number of people will refer you.

**ANOTHER FACT:** If you ask for referrals and reward people for giving them to you... you will get more referrals... period. No rocket science here.

**BOTTOM LINE:** Make sure everyone in your organization is conscious of the importance of asking for referrals. And make sure your customers know how important referrals are to you and your business.

And, when someone refers a new customer to you, make sure you reward them well. After all... there's a lot of money riding on it.



## ONE IS THE LONELIEST NUMBER

REMEMBER THE THREE DOG NIGHT HIT, “ONE IS THE Loneliest Number”?

Well, when it comes to marketing your business, one (1) is the loneliest number on the planet.

Why?

Because it cannot survive by itself... at least not for very long.

If you are only doing one thing to market your business, most likely you are on borrowed time.

As soon as that one thing stops working (and it will at some point), you are a goner. It's like having only one client or customer. If you lose them, your business is dead.

As I've said before, successful marketing is not any one big thing... it is a thousand little things. And, if each one of those little things only gets you one new customer, guess what... if you do all of them you get a thousand new customers. If you only do a couple of them you end up with only a couple of new customers.

Make sense? I hope so.

Just as you need a diverse financial portfolio, you also need a diverse, well-balanced and varied marketing portfolio. Just doing one thing... even if it is working right now... is way too risky. It's like putting all of your money into one investment.

Having said that, there are a few **PROVEN** marketing tools you can use to generate more referrals and more new customers. You should also be using at least some combination of these to promote your business... and the more the better. (Not all of them will apply to every type of business.)

- ➔ Website
- ➔ Email marketing strategies & campaigns
- ➔ Internet lists
- ➔ Blogging
- ➔ Videos
- ➔ Newsletter (I do an entire seminar on this one!)
- ➔ Social media such as LinkedIn and Facebook
- ➔ Effective Signage – on your vehicles, storefront, yard signs, billboards, etc. (Did you know that signs are the number one most effective form of advertising!)
- ➔ Yellow Page Ads (Yes, they still work, although not as dramatically as in the past. But the Yellow Page books are a lot easier to negotiate with for good deals nowadays.)
- ➔ Local newspaper ads (Newspaper readers are still out there and they are almost religious when it comes to reading the local paper every day. Tests show that they do actually read the ads too!)
- ➔ Direct mail campaigns (These should be targeted to specific geographic /demographic areas for best results.)

Mailing to specific neighborhoods... even specific streets... where you already have customers works best.)

- ➔ Val-pack (I got a good ROI from this one when I owned my pest control company), Money-mailer (Never personally used this one but it rates about the same as Val-Pak), coupon books, etc.
- ➔ Community Networking: Groups such as Rotary, Kiwanis, Chamber of Commerce and others (This was the heart of my marketing. I became known as The Networking Ninja. I even wrote a book on how to use community networking to grow your business (*The Networking Ninja Handbook!*))
- ➔ Involvement in local charities
- ➔ Involvement in Local Exhibits and Expos
- ➔ Learn public speaking and become a better communicator (Volunteer to speak at schools, civic groups, etc.)
- ➔ Referral incentives/contests for employees
- ➔ Referral rewards/ campaigns for customers
- ➔ Telemarketing
- ➔ Cold calling (Yes, it still works. Sorry)
- ➔ Cloverleafing
- ➔ Handing out business cards to total strangers

**BOTTOM LINE:** There are lots of ways and places for you to find new customers. They're out there, believe me. But they won't just automatically show up on your doorstep with their checkbooks or credit cards in their hands. You have to find a way to capture them.

Just remember this: If you're only doing one thing to market your small business, you're headed for serious trouble. No one thing works forever.

Economies change.

People change.

And when that one thing no longer produces... you're business becomes a part of history!



## **ARE YOU A CHICKEN, AN EAGLE, OR A BUZZARD?**

ONE OF MY BEST FRIENDS AND MENTORS, THE LATE LARRY Latimer, used to say that everybody is either a chicken, an eagle, or a buzzard.

This applies to life as well as business.

Most people are chickens. They spend the day just being like everyone else and doing what they see everyone else doing. You can count on chickens to do what is necessary to survive. They aren't very pretty to watch because they don't do anything much out of the ordinary. They just hang with the flock and gather around the feed. Chickens constitute the majority of the workforce, accounting for about eighty percent.

Eagles are the ones who soar to great heights. They amaze the rest of us. They are beautiful to watch. We don't know how they do what they do, but we love it and we wish we were eagles too (whether we're willing to admit it or not). They become leaders. They excel in whatever they undertake, be it sales, management or both. Sometimes chickens tend to shy away from eagles... sometimes out of fear... but also out of jealousy.

Eagles comprise about ten percent of all business people and workers.

And then we have the buzzards (You know where this one is going, don't you.) Buzzards compromise the lower ten percent of the order.

To put it bluntly... buzzards stink. And if you get too close to a buzzard, you will end up stinking too. They are perfectly content to live off of the misfortune of others. They are bottom feeding opportunists. Buzzards are ugly. Nobody wants to be a buzzard. Most people don't even want to be seen near one. Smart business owners are constantly figuring out ways to get rid of buzzards... and they usually do.

In business, as well as in life... we all need to strive to be eagles.

If you are already an eagle, you need to do everything you can to help the chickens around you become eagles. It is your responsibility. It should be your calling. You are a valuable mentor, a trusted advisor and a steadfast friend to those around you, whether you realize it or not. People are watching YOU!

If you are a chicken, you need to set your sights on becoming an eagle. You need to watch the eagles and study everything they do. Mimic their moves. Learn to think the way they think. Read, study and practice becoming an eagle. If you are determined, you will find a way to soar.

You also need to identify the buzzards around you and do everything you can to help them to become chickens. Either that, or find a way to get rid of them. Not only do they stink, but they will make your entire business stink.

If you are a buzzard, you need to get off of your tail feathers and start working your way toward chicken status at least. And you'd better do it quickly... or you will end up being replaced by a chicken or an eagle... and ultimately find yourself in the soup pot!

Andrew Carnegie said there are 3 types of people:

1. Those who only do what they're told to do (chickens).
2. Those who can't even do what they're told to do (buzzards).
3. Those who see what needs to be done... and do it without having to be told (eagles).

And it's that third group that goes on to achieve success, wealth and fulfillment in life... and in business.

**BOTTOM LINE:** Which bird are YOU? Are you a chicken, an eagle, or a buzzard? You need to think really hard about that. And you need to be honest with yourself. The FACT is... your future depends on it.



## CAVEMAN MENTALITY

Do you want to grow your business... seriously?

If you answered yes, here's my suggestion: You need to develop what I call "Caveman Mentality". You need to pursue new customers the same way the caveman pursued food. It was the first thing on his mind when he woke up in the morning and the last thing he thought about before he went to sleep at night. And, if he woke up at 2:00 am because he couldn't sleep, he was probably lying there, staring at the stars and thinking about where his next meal was going to come from.

If the buffalo herd migrated over into the next valley, what do you think the caveman did? Do you think he just sat around the fire, wringing his hands and hoping they would come back again before he starved to death?

I doubt it... certainly not if he wanted to stay alive.

He packed up his bow and arrows and bedroll, grabbed his spear, and he followed them. He knew that if he ever lost sight of that buffalo herd, he was in serious trouble. He might literally starve to death before he found them again.

The caveman was always on the move!

And he was constantly trying to come up with new, better, more clever ways to outsmart the buffalo and get another one on the ground.

**BOTTOM LINE:** In business, the herd (new customers) is constantly moving (economy). If you don't keep moving with it and keep it in your sights at all times, you will eventually find yourself sitting in your little valley all alone, with no meat to eat and no fur to keep you warm. If that happens, you will soon perish and your business will be no more. GUARANTEED!

So... what do you need to do TODAY to bring you closer to the herd?

Think about that... and then go do it!



## WHAT I LEARNED SELLING CHRISTMAS TREES

YEARS AGO I HAD A SMALL PART-TIME BUSINESS SELLING Christmas trees. My cousin Brad and I would set up our Christmas tree stand on a vacant lot and, for 3 weeks prior to Christmas Day, we sold as many trees as we could. It was fast and furious.

When you sell Christmas trees, you have to make your money quickly. If you screw up, the holidays are over and you end up with a lot of trees left over. You have to time everything just right or you can lose a ton of money quickly. But if you do it right... you can walk away with a hefty profit.

I learned some valuable sales lessons while selling Christmas trees.

Probably the most important thing I learned was this: You have to strike while the iron is hot!

When someone is looking at a particular tree, you must make them an offer they can't refuse. If you don't they will walk away and you will lose the sale.

Many times we would hear this statement: *"I really love this tree. It is the perfect tree for us. But, we have just begun to shop and we want to visit a few more tree lots. I will come back later and purchase this tree because it is exactly what I have in mind. So, please hold it for me and I'll be back and pay you later."*

And then you never see or hear from them again.

Here's what happens. They visit a couple more tree lots and then they get tired and bored. The kids start to whine. They get tired. So they just buy a tree and go home. They run out of steam and enthusiasm. By the time they get home, they have totally forgotten about YOU and the tree YOU showed them. They are perfectly content with the one they have and now all of the focus is on getting it decorated.

You had your shot and you blew it. NO SALE!

So... we learned quickly that, if they left our tree lot, we would never see them again. We had to make a great, emotional sales pitch along with an offer they couldn't refuse.

No matter what you're selling, if you let a hot prospect walk away, your chances of closing the deal with them are greatly reduced. They begin to over-think things and get all kinds of input and suggestions from other people and they become confused. Cognitive dissonance sets in they can't make a decision.

It's the same if you let them hang up the telephone without closing the deal.

**BOTTOM LINE:** Give your prospects as much valuable information about your product/service as you can. Show them the facts. Differentiate yourself from your competition. They must clearly see how purchasing your product will benefit them. And you must give them a solid reason why it would benefit them to purchase it NOW.

It is up to YOU to make it incredibly easy for THEM to make the decision to buy from you.

If you will do this, you will close more deals and get more new customers. I guarantee it!



## CONCLUSION

AS I'VE ALREADY SAID REPEATEDLY, SUCCESSFUL MARKETING IS not any one big thing... it is a thousand little ones. I hope this book has given you, at the very least, a few more things to think about. I hope you have made notes and have identified at least a handful of gold nuggets you can start using NOW to increase the effectiveness of your marketing efforts and boost your sales.

I would suggest that you keep this book nearby and read it over and over again. The more times you visit and revisit the strategies, tips and techniques in this book, the clearer they will become to you and the more likely you will be to act on them. That is the way the subconscious mind works. It is, as Dr. Maxwell Maltz describes it, "a Goal Striving Mechanism". If it sees something enough times, or hears something enough times, it will interpret it as a goal... and it will begin to act on it.

I would encourage you to continue your education in sales and marketing... and in life in general. Make it a point to learn something new from everyone you come in contact with. Seek out knowledge at every opportunity.

And remember this: YOU ARE NOT ALONE! There are endless numbers of people who are eager and willing to share valuable knowledge with you, no matter what business you are in or what you are trying to accomplish. You should seek them out... right in your own community... and allow them

to mentor and guide you. If you think you don't need them because you already know everything, you are mistaken. A fool is the man who thinks he has graduated from the school of hard knocks. It is a lifelong education!

So now... STOP... and ask yourself the following questions. And I hope you will be honest with your answers.

- ➔ Am I satisfied with the current growth of my business or would I like to see it increase next year?
- ➔ Am I successfully creating the business of my dreams or is my business stuck?
- ➔ Am I satisfied with my ability to sell and market my products/services or would I like to become better at it?
- ➔ Will I choose to adapt and implement this information and use it to grow my business and be more successful, or will I quickly dismiss and forget everything I have read in this book?
- ➔ Am I content to blame my shortcomings on other people, circumstances and the economy or am I willing to look in the mirror and realize that it is all up to ME?

Everything you need to know about selling is in this book. Is there more knowledge out there that could help you? Of course there is. Knowledge is infinite. But, if you will study the information contained in this book and apply it to your life and your business, you will rise to the top of a very small and elite group of sales people... those who truly understand and are adept at communicating with the subconscious mind... the true decision maker in all sales. You will finally experience

## CONCLUSION

the same realization that I did that day in the Waffle House years ago listening to Larry Latimer explain to me why my direct mail campaign didn't work very well.

**BOTTOM LINE:** It's like my friend Victor Antonio says...  
"Sellin' ain't hard...when you know how!"

And now you know!

HOW TO GROW A PEST CONTROL BUSINESS (... OR ANY HOME SERVICE BUSINESS)

I CAN BE REACHED AT **770-993-0004** OR EMAIL [HAL@HalColmeman.com](mailto:HAL@HalColmeman.com). To arrange to have me speak at your next conference, association meeting, banquet or luncheon... or to find out more about my one-on-one coaching program and how I might be able to help YOU grow your business... just give me a call or send me an email.

I would love to help YOU grow your business this year!

**Also, be sure to check out these websites:**

[www.HalColeman.com/coaching](http://www.HalColeman.com/coaching)

[www.PestControlMarketer.com](http://www.PestControlMarketer.com)

[www.PestControlMarketingPodcast.com](http://www.PestControlMarketingPodcast.com)

[www.ServiceBusinessMarketer.com](http://www.ServiceBusinessMarketer.com)

[www.PestControlMarketingWorkshop.com](http://www.PestControlMarketingWorkshop.com)

[www.PestControlMarketingGold.com](http://www.PestControlMarketingGold.com)

[www.HalColeman.com](http://www.HalColeman.com)

HOW TO GROW A PEST CONTROL BUSINESS (... OR ANY HOME SERVICE BUSINESS)



## BIBLIOGRAPHY & SUGGESTED READING

Anderson, Chris. *FREE*, Hyperion, 2010

Antonio, Victor. *Response Block Selling*, Sales Influence Publishing, 2009

Antonio, Victor, *Sellin' Ain't Hard When You Know How*, Sales Influence Publishing, 2017

Beecham, Steve. *Bass Akward Business: The Power of Helping Without Hustling*, HomeTown Marketing, 2009

Benson, Richard V., *Secrets of Successful Direct Mail*, Bottom Line Books, 2005

Blanchard, Ken. *Gung Ho*, William Morrow, 1997

Brunson, Russell, *DotCom Secrets*, Morgan James 2015

Brunson, Russell, *108 PROVEN Split Test WINNERS*, Russell Brunson, 2013

Chialdini, Robert, Ph.D., *Influence: The Psychology of Persuasion*, William Morrow, 2006

Collins, Jim. *Good To Great*, Harper Collins Publishers, 2002

Deitz, Joan. *It's Not What You Say, It's How You Say It*, Bristol Park Books, 2000

Dwoskin, Hale. *The Sedona Method*, Sedona Press, 2007

Ferris, Tim. *The 4-Hour Work Week*, Crown Publishers, 2007

Garber, Craig. *How To Make Maximum Money With Minimum Customers*. KingofKopy.com 2009

Gladwell, Malcolm. *Blink*, Back Bay Books, 2007

Gladwell, Malcolm. *Outliers*, Back Bay Books, 2008

Haley, Jay. *Uncommon Therapy: The Psychiatric Techniques of Milton Erickson*, W.W. Norton & Company, 1986

Helmstetter, Shad, Ph. D., *What To Say When You Talk To Yourself*, Pocket Books, 1982

Hewitt, William. *Hypnosis For Beginners*, Llewellyn Publications, 2009

Hill, Napoleon. *Keys To Success: The 17 Principles Of Personal Achievement*, Plume, 1997

Hill, Napoleon. *Outwitting The Devil*, Sterling Publishing, 2011

Hill, Napoleon. *Succeed and Grow Rich Through Persuasion*, Signet 1992

Hogan, Kevin. *The Science Of Influence – How To Get Anyone To Say Yes In 8 Minutes Or Less!*, John Wiley & Sons, Inc. 2005

Hopkins, Claude, *Scientific Advertising*, New Line Publishing, 1968

Kennedy, Dan. *No B.S. Direct Marketing*, Entrepreneur Press, 2006

Kennedy, Dan. *NO B.S. Marketing To The Affluent*, Entrepreneur Press, 2008

Kennedy, Dan. *No B.S. Time Management For Entrepreneurs*, Entrepreneur Press, 2004

Kennedy, Dan. *The Ultimate Marketing Plan*, Adams Media, 2000

Kennedy, Dan. *The Ultimate Sales Letter*, Adams Media, 2000

Lakhani, Dave. *Persuasion: The Art Of Getting What You Want*, Wiley, 2005

Levinson, Jay Conrad, *Guerrilla Marketing*, Houghton Mifflin, 2007

Littell, Robert S., *NetWeaving*, International Press, 2003

London, Stephen C. Ph.D., *Fish*, Hyperion, 2000

Maltz, Dr. Maxwell. *The New Psycho-Cybernetics*, Prentiss Hall Press, 2001

Mattson, David. *The Sandler Rules: 49 Timeless Selling Principles and How to Apply Them*, Pegasus Media World, 2009

Ogilvy, David. *Ogilvy On Advertising*, Vintage Books, 1985

Plucker, Jeffrey. *The Sport of Selling*, Boutique of Quality Books Publishing Company, 2011

Quintero, Carlos. *Rainmaker – Making The leap From Salesperson To Sales CATALYST*. Sales Effectiveness, Inc. 2011

Renoise', Patrick and Morin, Christopher. *Neuromarketing: Understanding the “Buy Buttons” In Your Customer’s Brain*, SalesBrain LLC, 2007

Trump, Donald. *The Art Of The Deal*, Ballantine Books, 1997

Vitale, Joe. *Hypnotic Writing – How to Seduce and Persuade Customers with Only Your Words*, John Wiley & Sons, Inc. 2007

Weinschenk, Susan B. Ph.D., *How To Get People To Do Stuff*, New Riders Press, 2013

Weinschenk, Susan M. Ph.D., *Neuro Web Design: What Makes Them Click?* New Riders Press, 2009

Wilson, Larry. *Play To Win: Choosing Growth Over Fear In Work And Life*, Bard Press, 1998

Ziglar, Zig. *Ziglar on Selling*, Thomas Nelson, 2007

"My name is Mack Glover and I'm the President of Arrow Pest Service in Panama City, FL. I have been working with Hal Coleman for 1 one year and we have seen a 65% increase in our sales revenue since we have started. I made up my mind that I was going to do whatever he instructed me to do (no matter how CRAZY it might sound) and it has paid off in a BIG way. Hal is very professional and amazing to work with and I always look forward to our weekly meetings, so much so that I've signed up for another year. Please feel free to contact me anytime about Hal's coaching program."

**Mack Glover, President - Arrow Pest Service, Panama City, Fla.**

"I signed up for a year of coaching with Hal and it was money well spent. Hal is very knowledgeable in the pest control industry and how to help you grow your business in today's market as well as what the consumer is looking for when they make that call to hire a professional pest control company and why that company should be you. Thanks to Hal I just ended the first quarter of the year with a 66% increase over this time last year!

**Bruce Blease, Blease Exterminating, Moultrie, Ga.**

"After working with Hal Coleman for a little over 6 months, we are growing at a rate roughly 3 times what we have done in the previous two years."

**Bill Stewart, NatureZone Pest Control, Phoenix, Az.**

"Hal's consultation with me today was priceless. Don't let his folksy delivery fool you. This man is SMART and he "gets it". I came away with tons of ideas I could use as soon as I put the phone down. And I did!! Thanks Hal!"

**Doug Foster, Burt's Termite & Pest Control, Inc., Columbus, Indiana**

"Hal, you may remember that Dena and I attended your seminar last fall. And, we invited you to our company to do a management session recently. I greatly appreciate your help and your continuing efforts to help us. Every dollar I have spent on your advice has been an incredible bargain for us. And, I have used lots of consultants over the years. I will be in touch for future help and advice."

**Jeff Annis, Advanced Services, Inc. Augusta, GA., Martinez, GA., Aiken, SC**

"I booked one day of coaching with Hal Coleman and I can honestly say that I got my money's worth during the very first hour we spent together. I received so much powerful and useful information that I was blown away by it. He certainly lived up to his reputation of over-delivering on everything he promises."

**Mark Hunter - President, Landmark Pest and Wildlife Solutions, Macon, Ga.**

"After 35 years in the business, we thought we knew it all. But, Hal Coleman has showed us ways to grow our business that we never would have thought of on our own. Our company's overall moral has increased, our phone calls have increased, our customer retention has increased and our employees are bringing in more referrals than ever before. We are growing in ways that we never would have had we not hired Hal to show us. It has been a great investment for us. Thanks Hal!"

**John Kaiser, President, Island Pest Control, Hilton Head Island, S.C.**

**To contact Hal, visit  
[www.PestControlMarketer.com](http://www.PestControlMarketer.com)**