

# FIVE BEST PRACTICES FOR BUNDLING AND CROSS-SELLING

Everyone in your company can help sell the Sentricon® system. One way is to leverage your general pest accounts that do not yet have termite control. The best way for customers to prepare for a pest infestation is to have a complete package that protects their property. People are looking to you for that guidance. Some Certified Sentricon Specialists™ find success in offering a new customer a bundled service that includes the Sentricon system with general pest control. Others cross-sell the Sentricon system to their existing general pest control customers. Cross-selling or bundling services can increase revenue, lower costs, boost employee morale and improve customer retention.

## 1. PROVIDE OPTIONS.

Create bundles where all products or services are of value to the customer. Set up different tiers to help homeowners customize their pest protection. By offering multiple bundle options, you can see what works best for your company and your customers. For example, as American Pest Management Inc. has evolved and changed its bundle tiers over the last 20 years, the most popular package was always the second package listed on the page.

## 2. INCORPORATE THE SENTRICON® SYSTEM INTO YOUR BUNDLES.

Why is the Sentricon system ideal for bundling? It is a great addition to bundle packages because of its annual label. With once-a-year service frequency, a bundle gives Certified Sentricon Specialists more opportunities throughout the year to personally connect with customers at their home. That, combined with Always Active™ technology, makes the Sentricon system ideal for bundle packages. Using Always Active technology, the Recruit® HD termite bait is immediately available, beginning the elimination process for the termite colony without delay and offering continuous property protection.

## 3. SET THE RIGHT PRICING.

Do the math to figure out what makes financial sense for your business. Consider the pricing of your services and labor costs. One of the most attractive selling points of bundles is that the products end up costing less when purchased together instead of individually, so remember to emphasize the savings to customers.

## 4. EDUCATE THE ENTIRE COMPANY.

It's important for all employees to understand the bundling options available and how to sell them. Certified Sentricon Specialists can help customers evaluate their situation and recommend the best bundle option for them. Internal training upfront will go a long way to your company's bundling success.

## 5. DON'T GIVE UP.

The pest management industry and technology continue to evolve. Keep a good pulse on the industry by attending events and connect with other Certified Sentricon Specialists to hear what is and isn't working. Continue to learn from your peers, and remember it's important to keep trying if you haven't yet found the right way to incorporate bundling into your business.

*Tips and best practices provided courtesy of [American Pest Management Inc.](#) in Manhattan, Kansas.*



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