

FOUR STEPS TO GROWING YOUR BUSINESS WITH THE SENTRICON® SYSTEM FOR HOME CONSTRUCTION COMPANIES

All builders are looking to cut time — and cost — from their production process, but few consider pest control as a solution. Elevate the Sentricon® system as the sought-after solution to the problem builders didn't know they had. Grow your business, increase retention rates and explore a potential new avenue of pest control revenue with home construction companies by following these four steps.

1. DO YOUR RESEARCH.

A mix of online research and in-the-field observation will help you identify the top home builders in your area. Network within the community and participate in local organizations to meet key players, and create a wish list of top contacts and companies you'd like to work with.

2. GATHER THE FACTS AND ANECDOTES FROM THE FIELD.

As you network and meet with key players, gather insights into their building and pest control needs. Understand their process and pain points so you can position the Sentricon system as their solution. Be strategic as you build the case for the Sentricon system, explaining the benefits:

- Hassle-free installation after the house is built
- Reduces weather delays
- Better customer acceptance
- Decreases time on site
- Eliminates termite colonies

3. GO MEET YOUR NEW CUSTOMER.

Help homeowners understand the real threat of termites by using the Sentricon system [whiteboard video](#) to demonstrate what they're getting for their investment. Becoming a trusted resource and familiar face as their pest management professional can help increase retention rates. Cross-sell other services whenever possible.

4. BE PATIENT.

You're proposing a disruptive approach that changes the home-building process, so acceptance can take time. Don't become discouraged; building strong relationships with builders takes persistence, but it pays off over time.

Tips and best practices provided courtesy of [Home Pest Control](#) in Cayce, South Carolina.

