

SELLING THE SENTRICON® SYSTEM IN THE SOUTH: 4 TIPS TO EDUCATE NORTHERN TRANSPLANTS ON THE TERMITE THREAT

Educating homeowners about the severity of the termite threat can be a challenge. Nowhere is that challenge greater than among transplants or “snowbird” homeowners from Northern states and Canada. Because termites are less common in Northern regions, these residents often aren’t familiar with the termite threat and how to prevent a likely infestation.

Follow these four tips to successfully educate and sell the Sentricon® system to homeowners who are newer to termite-prone regions.

1. EDUCATE FIRST, SELL SECOND.

Don’t approach it as a hard sell when working with homeowners new to the area. The termite specialists at Fort Myers Pest Control participate in community lectures with homeowners associations, property managers and other local representatives. Their pest experts emphasize the sessions are not sales talks, but educational seminars designed to provide termite knowledge to snowbirds and locals alike. By educating homeowners about the local termite pressure and potential termite treatments, Fort Myers Pest Control successfully sells their services to Florida residents while building a loyal customer base.

2. PROVE THE THREAT IS REAL WITH MAPS AND EXAMPLES.

What better way to make the threat a reality than by showing tangible examples of termite pressure in the area? Fort Myers Pest Control techs use termite maps of pest hot-spots that display where termites have been found in the area, which types of termites live in Florida, and which areas are protected with preventative treatments of the Sentricon system. These Certified Sentricon Specialists™ find that a physical representation of local termite damage often is more effective for those who are new to the area.

3. USE WORD-OF-MOUTH SELLING STRATEGIES.

Like any service, pest control is a word-of-mouth business, especially in tightknit communities of Northern transplants. A loyal customer base will naturally help increase your business, as friends and neighbors make recommendations to one another. Likewise, misinformation can spread fast, so proactively educating this homeowner audience will benefit your business long term.

4. ESTABLISH COMMON GROUND WITH CUSTOMERS TO MAKE THE TERMITE THREAT MORE RELATABLE.

Find a relatable subject to communicate the value of pest protection to prospective customers. The pest pros at Fort Myers Pest Control like to compare installations of the Sentricon system to car oil changes: Both are personal property best practices that protect your investment before it’s too late. After all, most people don’t wait until their car engine explodes to change their oil, so why should they wait for their homes to suffer irreparable damage before installing the Sentricon system.

Tips and best practices provided courtesy of [Fort Myers Pest Control](#).

