

Exercise: Seven great marketing ideas for pest control companies

If you were to hire a pest control company to treat your brand new home in Florida (courtesy of your lottery winnings), what would you expect from that company?

- How would the phones be answered?
- How would the sales professional act?
- What would he or she say and do?
- What would turn you off?
- What would you be looking for in a company?
- How would the whole experience go?