



# PestWest **EDGE**ducational Brief



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## Selling The Dos & Don'ts!

By Scott Baldwin & Gary Williamson

*The sales process is to establish your purpose, determine the decision-maker's need, you provide a superior, value-added solution, you overcome the decision-maker's objections (how many 'nos' before a 'yes'), and you obtain the decision-maker's commitment.*



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- ✓ Do listen; you have two ears and one mouth for a reason.
- ✓ Do know your product better than everyone else.
- ✓ Do know to whom you are speaking; ask appropriate questions.
- ✓ Do ask the decision-maker what he or she likes about current services or products (they will often say what they don't like).
- ✓ Do ask the decision-maker what might be changed or improved pursuant to the current product or process.
- ✓ Do ask the decision-maker what services have been provided in the past before suggesting your solution (a "correct service" may have been provided by a poor competitor "incorrectly," making you look bad if you suggest the same service without explanation).
- ✓ Do remember, you are the professional, therefore make observations and recommendations based upon your inspection of the facility.
- ✓ Do ask for the business!
- ✓ Do ask for a referral (even if you do not get the sale this time).
- ✓ Do say thank you!
- ✗ Don't overlook speaking with the decision-maker (do not waste time; it is money).
- ✗ Don't criticize what the decision-maker is currently doing (it could be their plan).
- ✗ Don't argue with the decision-maker!
- ✗ Don't put down your competition; focus upon the features and benefits of your company's products.
- ✗ Don't rush to influenced conclusions (support recommendations with your expertise).
- ✗ Don't forget to follow-up (be sure the customer is happy; additional business opportunities may be obtained).
- ✗ Don't ignore the customer after the sale!
- ✗ Don't promise something you cannot deliver.



*"Most people think 'selling' is the same as 'talking'. But the most effective salespeople know that listening is the most important part of their job."* **Roy Bartell**



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