

How to Sell in the Pest Control Industry

It's a very competitive world and winning new business in the pest control industry can, at times, be difficult.

This two-day course aims to show how you can win business by using proven techniques to explain to customers and prospective customers the benefits of using your company as their chosen pest control contractor.

Subjects covered include:

- What customers want from a pest control company
- Why people choose a particular supplier
- How to prospect for more business opportunities
- Questioning techniques and listening skills
- How to handle questions you may be asked
- How to close winning new business

Cost Members £300 + VAT
 Non-members £365 + VAT

The fee includes morning and afternoon refreshments, lunch, and hand-out material

Cancellation

Cancellations can only be accepted on receipt of written instruction and are effective from the date received by the BPCA. Charges will be applied as per the table below:

Working days prior to course	General Pest Control Course	All other courses
More than 10 working days	No charge except £100 + VAT deposit	No charge
5-10 working days	50% of course fee excluding £100 + VAT deposit	50% of course fee
Less than 5 working days	100% of course fee	100% of course fee