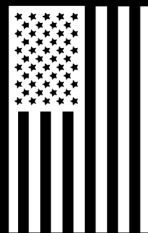


moxie

ROGUE

ROOKIE TRAINING MANUAL



INTEGRITY
HARD WORK
GRATITUDE
COMMITMENTS
SALES SKILLS

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Welcome to the Moxie Rogue Region!

We're happy you're here. At this point, you've probably had some encounter with summer sales. Maybe your roommate did it one summer or maybe you found this opportunity through a job board. Either way, we're writing to tell you that this is not your typical summer sales gig. Let us explain.

Many summer sales programs foster a cut-throat environment or portray themselves as a "get rich quick scheme." That's not what you'll find at Moxie. When you join the Moxie Sales Team, you sign up for a rigorous training program that will equip you with the skills you need to succeed in your life. You'll find we cultivate an environment of honesty, integrity, and hard work while we equip you with the tools and skills you need to become an expert in verbal and paraverbal communication.

Essentially, your Moxie Sales Training is a crash-course in professional communication and conduct. If you commit to the principles we teach, you'll return to your life after the summer as a more well- rounded, well-spoken, confident individual. These are skills you don't learn in a classroom, and they are skills that will benefit you for the rest of your life, no matter your goals or desired profession.

We look forward to learning more about you and your personal goals—and we can't wait to see what you accomplish this summer.

Sincerely,

The Rogue Region

Basic Information Regarding Your Position · Schedule

RECOMMENDED DAILY SCHEDULE

Our suggested work schedule is rigorous because we're committed to building a culture of hard work, dedication, and superior skill. The recommended daily work schedule is as follows:

Monday - Friday

- 10:30 am Team Correlation
- 12:00 pm Travel to Area/Lunch
- 1:00 pm Begin Selling
- Dark Head Home & Night Training

Saturday

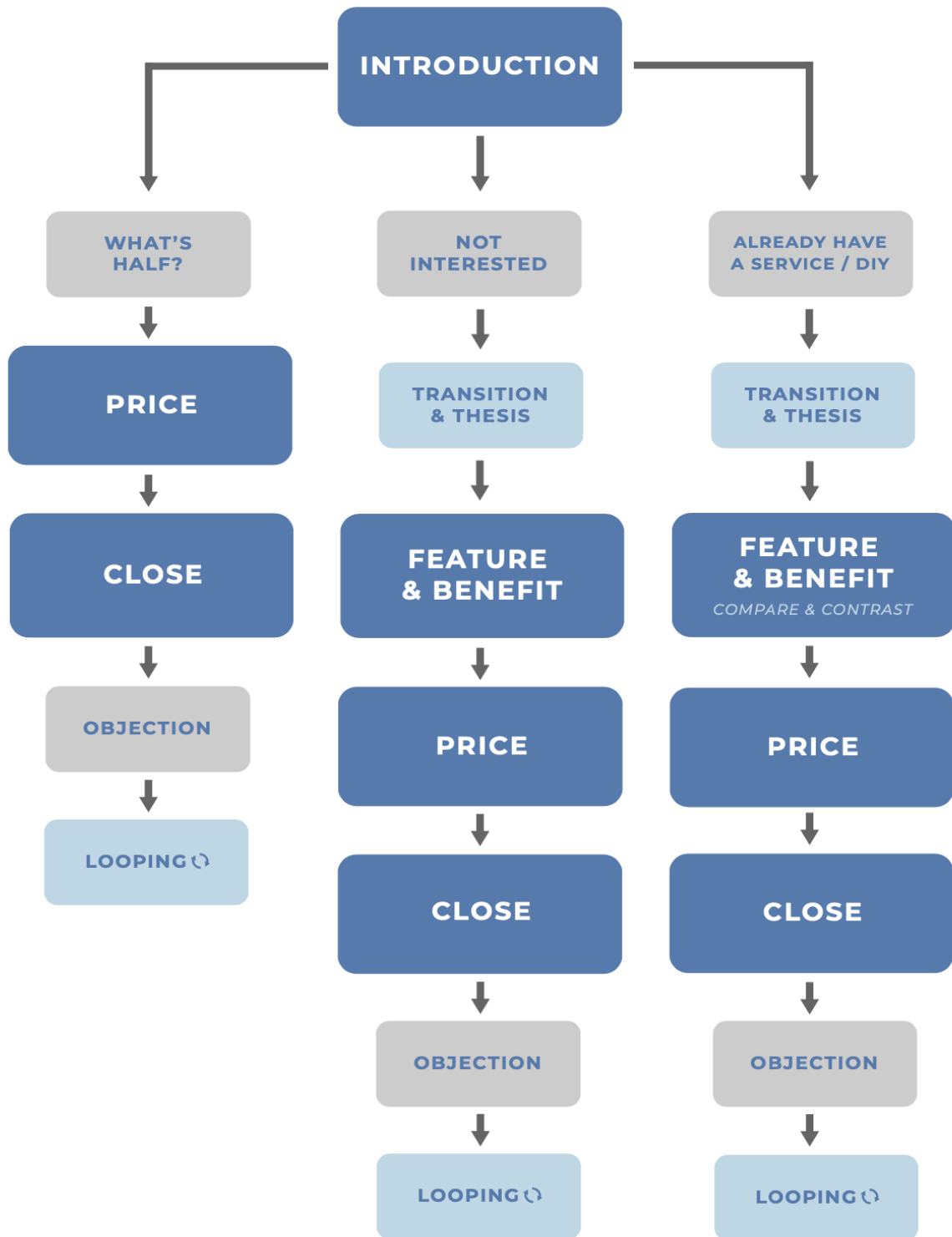
- 9:00 am Team Correlation
- 9:15 am Travel to Area
- 9:30 am Begin Selling
- 4:00 pm Head Home & Weekend Activity

Your dedication, commitment, and persistent work ethic combined with Moxie's guidelines and training is a proven recipe for success.

Jump Start Goals

In this manual you will be learning the steps of "The Pitch" and "The Switch," along with general sales skills. The following are goals to help "jump start" you into being an expert salesperson:

1. Memorize and Recite "The Pitch"
2. Memorize and Recite "The Switch"
3. Memorize and Recite all "Smokescreen Responses"
4. Watch all sales training videos
5. Attend training in person as much as possible. If you can't attend in person, do trainings with a team lead or manager over the phone/zoom and/or view trainings on the Pronto App



This is an example of the flow your pitch should follow. It is a road map that leads you to the sale. You will learn each step of the roadmap and where to place it in your pitch. If you bring prospects down this roadmap you will get sales.

The Pitch

"The Pitch" is the word track you will follow when selling to a prospect who does not currently have a pest control service. It has 5 main parts that you will need to memorize: The Initial, Price, and the three features and benefits; The Yard, The Eves, and The Foundation. Along with those main paragraphs you will learn how to overcome smokescreens customers give you and also transition statements in between the steps of the pitch.

1. The Initial Approach

- A. Identify who you are, what you're doing, and why you're doing it.
- B. Your Full Name, Your Company, Your Position
- C. Name Drop Full Name Current Customers/People you've talked to
- D. Hot Buttons-Specific to the Area
- E. Soft Close-(More than Half Off/Really Cheap)

EXAMPLE:

(ICEBREAKER) Anyways... my name's [FULL NAME], the manager for Moxie Services the, Only reason I'm stopping by I work for [NAMEDROP] and [NAMEDROP]. It's mainly been the CARPENTER ANTS and WOLF SPIDERS, so look, if I can fit you in, I'm doing it for MORE than half off.


2. Transition From the Initial, Past Prospect's Smokescreens

- A. Initial smoke screens from customer:
 - i. I'm not interested...
 - 1. **Hey that's totally fine, if it makes sense great, if not that's fine too. So your home's about 3,000 square feet right?**
 - ii. I'm not interested... (second time the customer says it)
 - 1. **"How about I just tell you what I'm doing it for, and you can tell me if that's worth it to ya. Is that fair?"**
 - iii. I'm super busy...
 - 1. **"Of course, this'll be real quick."**
 - iv. I'm not seeing bugs...
 - 1. **"Yeah you're probably not seeing anything on the inside right... that's exactly why I'm here, the issue this time of year is up here in the eves...."**
 - v. I don't have any issues...
 - 1. **"Yeah that's actually why I'm here focusing on the yard to make sure nothing ever gets in..."**


3. Price

What's the square footage of your home...?

Great, let me show you how it works... normally for a home your size it would be \$259 dollars for that first service, after that I come back quarterly for just the one sixty-nine. Now the best part is my full warranty, if you ever see anything in between the quarterly services, just give me a call and I'll come back for free, now since my trucks are already here, I'll taking a hundred and fifty dollars off, and do that first one for just one o-nine, and that's for everything!




RESIDENTIAL PEST CONTROL
MoxieServices.com









STANDARD FOUR-POINT SERVICE

INCLUDES THE FOLLOWING PESTS AT THE FOLLOWING RATES:



SIZE OF HOME	INITIAL CHARGE	QUARTERLY CHARGE
TOWNHOME	\$199	\$149
1,000 - 2,000 SF	\$219	\$159
2,000 - 3,000 SF	\$239	\$169
3,000 - 4,000 SF	\$259	\$179
4,000 - 5,000 SF	\$279	\$189
5,000 - 6,000 SF	\$299	\$199
6,000 - 7,000 SF	\$319	\$209
7,000 - 8,000 SF	\$339	\$219
8,000 - 9,000 SF	\$359	\$229
9,000 + SF	\$379	\$239

PREMIUM PEST SERVICES

	INITIAL CHARGE	QUARTERLY CHARGE
 RODENT CONTROL	\$149	\$29
 DE-WEBBING SERVICE	\$99	\$29
 STINKBUG TREATMENT	\$99	\$29
 30 FT FLEA/TICK BARRIER	\$99	\$29
 WASPS & CARPENTER BEES	\$99	\$29
 TERMITE INSPECTION	\$149 (ANNUAL CHARGE)	\$0

This is an example of the price sheet you will be using to go over price with customers, build value, and priceredrop.

4. Features and Benefits

The Features and Benefits are the what and why of the pest control service. The feature is the what, it's the service that we are providing. The benefit is how that feature will help the customer.

Yard

- Now the first thing I'm gonna do to get rid of the (ants, fleas, beetles) is treat your entire yard I'm, going to start at your front curb and treat all the way to the back fence now, in pest control you have to do that because if you don't you'll never get rid of the source of the (ants, fleas, beetles) they'll eventually make it up in the foundation and inside your home...

Eaves

- When I come out I'm gonna take a long pole with a big brush on the end and knock down all the (spider webs, egg sacks) and (wasps nests, mud dauber hives) from the entire roof line, all the eaves and soffits, and around every, single, window and door now, first off that will keep your home looking really nice, but more importantly it will stop all those wolf spiders from getting in through the top...

Foundation

- I'm going to treat 3 feet up and 3 feet out around the entire foundation of your home now, that's important because it's going to flush everything out of the walls and away from the home then, seal up all the cracks and crevices making sure no (ants, spiders, centipedes, earwigs...) get back inside your home...

5. Closing

Closing is where you ask for the sale. If you never ask for the sale you will rarely get the sale! Become extremely comfortable with closing.

- People generally get some spiders in the garage, do you want me to treat that as well, or just stick to the outside?
- Most of the people in the area have a deck in the back, is it wood or just a cement patio..? Perfect, normally that's extra, but since the trucks are here, I can go ahead and throw that in for free. Do you want me to treat that as well or just stick to the yard and home?
- Now besides the carpenter ants, what else do you want me to focus on?

Pitch Example

Hi there, I couldn't help but notice your flower garden looks amazing, you must spend a lot of time out here...

Thank you, I really love being out there this time of year.

I'm sure, anyways my name's John Smith the manager for Moxie Services. The only reason I'm stopping by I work for Mark Lewis and Steve Johnson. It's mainly been the CARPENTER ANTS and WOLF SPIDERS, so look, if I can fit you in, I'm doing it for MORE than half off.

We don't have an bug issues...

"Yeah you're probably not seeing anything on the inside right..."

Exactly, none at all...

For sure, that's exactly why I'm here, the issue this time of year is out here in the yard, this Georgetown area has been dealing with a ton of Carpenter Ants and in the yard... So the first thing I'm gonna do to get rid of those Carpenter Ants is treat your entire yard I, start at your front curb and treat all the way to the back fence now, in pest control you have to do that because if you don't you'll never get rid of the source of the Carpenter Ants and they'll eventually make it up in the foundation and inside your home...

So let me show you how this works.. what's the square footage of your home?

It's about 3,000...

Great, normally for a home your size it would be \$259 dollars for that first service, after that I come back quarterly for just the one sixty-nine. Now the best part is my full warranty, if you ever see anything in between the quarterly services, just give me a call and I'll come back for free, now since my trucks are already here, I'll taking a hundred and fifty dollars off, and do that first one for just one o-nine, and that's for everything!

Now, most people in your area have a deck in the back, is yours the wood deck or the cement patio?

It's the wood deck...

Okay great, would you want me to treat that as well or just stick to the yard...?

The Switchover

The Switchover is the word track you will use to sell someone who is using another pest control company. It uses parts of The Pitch with a few different transition statements. The sales process starts the same with your icebreaker and then initial approach. After your initial the customer will generally tell you the use another company. From that point you go down The Switchover roadmap.

Give your Ice Breaker and Initial Approach, then the customer gives their response:

I already have someone...

Of course, you have to have someone out here in (city you are in), it gets pretty bad, who'd you end up with...?

Customer states the company they are with (Bob's Exterminating)

Perfect, they're a good company, you picked one of the better ones... I'm pretty familiar with them... so correct me if I'm wrong, typically they treat the outside of the home, and spot treat on the inside if you need. And other than that, is there anything else they're doing for ya on a consistent basis?

That's about it, but they do a great job...

Of course, so I do all the same stuff they do that you love, only difference is I take it a step further in the areas and bugs that I treat... the big problem out here is...

Do it Yourselfers

"Do it yourselfers" are people who do their own pest control. It is a similar process to a switchover, you are switching them over from doing it themselves to using your pest control service.

Give your Ice Breaker and Initial Approach, then the customer gives their response:

I do it myself...

Of course, you have to do something out here... so I've had a lot of people give me a shot, not because what they are doing doesn't work, but because I get the things you can't and the things you don't want to get... So correct me if I'm wrong but most people doing it themselves spray around the foundation and treat the areas they see issues?

Ya, exactly, if I see an issue I just take care of it...

Cool, well I do something similar to what you've already been doing, I just take it a step further...

Responses to Smokescreens

Initial Smokescreens

- **I'm not interested**
 - "Hey that's totally fine, if it makes sense great, if not that's fine too. So your home's about 3000 square feet right?"
- **I'm not interested #2**
 - "Hey, how bout I just tell you what I'm doing it for, and you can tell me if that's worth it to ya. Is that fair?"
- **I'm super busy**
 - "Yeah, I know, this'll be real quick."
- **Not seeing bugs**
 - "Yeah that's actually why I'm here focusing on the yard to make sure nothing ever gets in."

Mid-Pitch Smokescreens

- **Can I get a card/email?**
 - "Yeah, I can definitely get you a card/email after I go through everything"
- **Need to talk to spouse**
 - Sure, I'd expect you to, one thing that they'll love...(yard/eaves)
- **My wife/husband handles it**
 - "Perfect, one thing they're going to love..."
- **I've got kids and dogs...**
 - "Yeah that's why a lot of the neighbors use us, all of our products are 100% pet and family friendly"
- **Can't afford it**
 - That's the best part about me stopping by, normally for a home your size...(Price)

Late-Pitch Smokescreens

- **I don't do contracts**
 - "Totally get it, that's actually why we put the home under warranty and always come back for free if you ever see anything"
- **Can you just do a one-time service?**
 - "You know I wish a one-time service was effective, the reality is, bugs breed every three months, so if I don't come back, so will the bugs."
- **I need to do my research**
 - Sure, that's the best part about my service, we use the same stuff they use in daycares and hospitals.

Transition Statements

Transition statements should be used any time the sale stalls or you receive a smokescreen.

Here's an example of a transition statement used after a smokescreen:

"I'm not interested"

"That's totally fine, if it makes sense great, if not that's fine too..."

Here are examples of transition statements used after the sale stalls out/smokescreen:

"I think I'm good for now"

"Totally get it, another thing you're going to love..."

"That's fine, one of the biggest concerns out here are..."

Non-Verbal Communication

Proper non-verbal communication is critical to your success in sales. Once you have the words of the Pitch, the Switchover, and the Smokescreen Responses memorized, you should begin to focus on these two aspects of non-verbal communication:

- 1. Body language; and**
- 2. Para-Verbal Communication, or Voice Tonality**

Memorizing the words is a great start, but most communication experts agree that only 7% of communication is done verbally. That means the other 93% of communication is all non-verbal.

Put simply, effective non-verbal communication is the secret to persuading and influencing people. It's how you'll get customers to like you, trust you, and ultimately buy from you. So when it comes to body language in sales, confidence is key. Some of the easiest ways to convey confidence are through eye contact, a solid stance, slow hand movements, and head nods. If you incorporate these elements into your pitch, you'll see your sales skyrocket.

Body Language

Key Elements of Proper Body Language

Eye contact
Solid stance
Slow hand movements
Head nods
Friendly/Genuine Eyes

Body Language in your Intro

Since your intro is the most important part of your pitch, you'll want to make sure your body language is top notch throughout. Some key things to be aware of are your:

- 1. EYE CONTACT**
- 2. When and How you Point, and**
- 3. HEAD NODS.**

You'll want to maintain eye contact throughout your entire Intro except in two places:

- 1. When you grab the moxie logo on your shirt, and**
- 2. When you point to your name drops**

Breaking eye contact in these places makes the interaction more natural and less intimidating for the prospect.

Next, when it comes to pointing, you'll want to make sure your eyes always follow where you point and that your hand movements are slow and deliberate. Slow, steady movements convey confidence and help people at ease, whereas fast jerky movements convey anxiety and stress people out.

Finally, at the end of your intro when you say "More Than Half Off," you'll want to slowly nod your head up and down. This might seem weird at first, but it primes the prospect to say YES. For example, when you smile at someone, they usually smile back. The same thing should happen here with an effective head nod. When you head nod, you are saying "YES" with your body language, which gets the prospect in the mindset to say YES.

Most Common Body Language Mistakes

Shifty Eyes

Swaying

Fast hand movements

Fast and Incorrect Head Nods, and

Deer in the Headlights Look

Body Language in Price

Your home's about [3000]sqft, right?

Normally for a home your size, Show ipad it's \$300 dollars on that first one, after that I come by quarterly for just one seventy-nine.

(Bring ipad back, and re-engage eye contact)

But since my trucks are already here, I'm taking *a hundred and fifty dollars off*, and doing it for just one forty-nine. And that's for everything

(Karate chop with hand)

Does that sound fair? ***(head nod)***

Body Language in Smokescreens

Your body language after receiving a Smokescreen will make or break the sale. Key things to remember:

- 1. Never look down**
- 2. Keep solid eye contact**
- 3. Never move your feet!**

These principles apply to overcoming all smokescreens/objections. Practice responding to smokescreens applying these principles until you are able to respond confidently and smoothly.

Body Language in Feature Benefits

Key things to remember about Body Language when explaining features and benefits:

- 1. Solid Eye Contact,**
- 2. Slow Hand Movements**

If you make quick jerky hand movements, it'll make prospects nervous and anxious. Likewise, if you are looking all over the place and have shifty eyes it will convey dishonesty and uncertainty.

Eaves

Now, first thing I have to do is

(gesture circle around the eaves with hand)

sweep all these webs and wasp nests down. That's important because it keeps the house looking nice, but also keeps the bugs from coming back.

(gesture bugs coming back)

Foundation

Next, I'm gonna power spray 3 feet up and 3 feet out around the entire foundation of the home

(show 3 feet up and out with hands/arms)

That's important because that'll flush

(motion bugs getting flushed away)

all the bugs out and away from the home and act as a sealant so the bugs don't get back in

(push hand back toward home, palm down)

Yard

Next I'm going to treat your yard 30ft in every direction.

(point out to yard with hand 30 feet in every direction)

That's important because that's the only way to get rid of the source of the bugs.

Body Language in Closes

- Now, the garage is included. Do you want me to treat that as well, ***(point to the inside then to the outside)*** or just stick to the outside?
- Now you've got a deck in the back right ***(point to back deck)***? Perfect, normally that's extra, but since the trucks are here, I can go ahead and throw that in for free. Do you want me to treat that as well?
- Now besides the carpenter ants, what else do you want me to focus on?
- So these are the time slots I've got ***(show the ipad)*** so does morning or afternoon work better for ya?

Paraverbal Communication

Up to this point you've learned what to say (*verbal communication*), and what to do with your body (*body language*). Paraverbals are the third layer of communication that center around how you say things.

Your tone of voice dictates the meaning of the words you say. For example, you can say, "Get over here....." and it could be said in a playful/teasing tone of voice. Or you can say, "GET OVER HERE!!!" in a forceful/aggressive tone of voice and the meaning of the words "get over here" changes entirely.

Excellent paraverbal communication is what separates the good reps from the great reps because it conveys confidence and certainty. Put simply, the more confident and certain a rep is, the more likely a prospect will buy.

Paraverbals in the Intro

Proper para-verbal communication in your Intro will include:

- 1. Down Tones**
- 2. Pauses**
- 3. Word Emphasis**
- 4. Proper tonality**

Down tones are pretty simple. It just means you go down in the pitch of your voice when you're saying something. Throughout your pitch, you should use down tones at the end of statements and whenever you pause. Down tones convey certainty and expertise, whereas up tones convey uncertainty and dishonesty. This is because an uptone sounds like you're asking a question.

Next, you should always pause after a comma or period in the Intro script. You might think there are too many commas, but they're there for a reason. Pausing makes your delivery sound natural and unscripted. It also allows the prospect to process what you're saying. Too often I see rookies blitz through their Intros without pausing and they usually sound robotic and super nervous. So remember to always pause throughout your Intro.

You'll also want to emphasize certain words and phrases that you really want the prospect to hear and understand. Emphasizing can be done by increasing or decreasing your volume and elongating words. Elongating a word simply means taking longer to say it.

Emphasizing, like pausing, reenages the prospect and makes your pitch easier to listen to. A common rookie pitfall is sounding super monotone throughout the pitch. The problem with a monotone pitch is it'll put the prospect to sleep. But emphasizing certain words will wake a prospect up and keep them listening.

Finally, you'll want to make sure that your tone of voice in your Intro is a mix of friendly, professional, and confident. So to give you an idea of where your energy should be on a scale of 1 to 10, be about a 7. You don't want to seem depressed, but you also don't want to seem overly happy or eager. So a good way to describe a 7 is bottled enthusiasm. You want to be happy, but not too happy.

Some of the most common mistakes with para-verbals in the Intro are:

- 1. Uptones**
- 2. Speaking Too Quickly**
- 3. Improper Word Emphasis, and**
- 4. Incorrect Tonality**

Paraverbals in Features

When describing the service, it's important to emphasize certain words and to speak slowly. As you go through your features and benefits, pick certain words you'd like to emphasize. It makes the customer pay attention to what you're saying.

Paraverbals in Smokescreens/Objections

When responding to smokescreens/objections, remember these principles in regards to para-verbal communication:

- 1. Respond quickly**
- 2. Speak slowly, and**
- 3. Never uptone**

When you respond quickly, you'll want to remember the principle of "Quick to Respond, Slow to Speak." This means that you should respond quickly-almost as if you're cutting the prospect off mid sentence. However, once you respond and regain control of the conversation, be slow to speak, meaning slow your speech down to a calming smooth speed. Finally, you'll never want to end your responses with uptones. Instead, use downtones to convey confidence.

Glossary

Closes-

- Questions or statements used to secure a sale

Application: You should always be closing throughout your sales pitch. If you get the sense that a prospect really wants the service based on their body language and speech, you should stop talking immediately and close! First year sales reps have a tendency to talk themselves out of sales because they feel the need to keep talking and talking until the prospect says, "Alright, let's do it." This is a very very rare occurrence, so make sure to close early and close often.

Downtone-

- When the intonation of your voice goes lower at the end of a phrase or sentence. You should use downtones throughout your sales presentation at the end of phrases, statements, and pauses.

Application: downtones are crucial to high performance because they make you sound like a confident and competent professional. Uptones will make you sound nervous and uncertain which will significantly lower your chances of closing the sale.

Hot Button-

- Something that a prospect cares about or is interested in.

Application: In your initial approach you should use hot buttons that other neighbors have expressed interest in or told you about. Usually a hot button will be a certain insect, but could also be an area of application, price, or professionalism (google reviews/positive ratings).

Introduction-

- Your initial sales pitch/approach

Application: Your introduction is the most important part of your pitch. You have 5 seconds to make a positive first impression.

Objection-

- A response from a prospect that stops the sales process until it's resolved.

Application: If the prospect repeats the same smokescreen twice, it should be treated as a legitimate objection that needs to be resolved before moving forward with the sales process. The most common objections are spouse objection, or when

a non-decision maker spouse states they need to speak with their spouse before moving forward with the sale.

Smokescreen-

- An automated response from a prospect used to derail a sales pitch and/or get rid of a salesman.

Application: The protocol for dealing with smokescreens is to DEFLECT AND PLOW. In other words, after a prospect gives you a smokescreen, use a transition statement and then continue along the Sales Roadmap.

Soft Close-

- Any question or statement that gets the prospect to say yes
 - Examples:
 - You guys have pets or kids right?
 - You've got a deck out back right?

Application: Use soft closes throughout your pitch to re-engage a prospect if they are zoning out or seem disinterested.

Transition Statement-

- Statement used any time the sale stalls, you receive a smokescreen, or an objection.
 - Examples:
 - One thing you're gonna love...
 - One of the biggest concerns out here...

Uptone-

- When the intonation of your voice gets higher at the end of a phrase or sentence. People usually use uptones when they ask questions because the pitch of their voice gets higher at the end of the sentence.

Application: Only use uptones when you ask the prospect a question.