



INTRODUCTION AND OVERVIEW

YOUR EMPLOYEE “BENEFITS”

Welcome to one of the best summers of your life! If you apply yourself, you can make more money than the average US worker does in a year. But more importantly, you can learn more about how to be successful than most people do in college.

Studies show that **15%** of success comes from learned knowledge while **85%** comes from other skills that most jobs don't teach—things like vision, passion, persistence, etc. Summer sales jobs are one of the best ways to develop these skills.

“A friend of mine made \$40,000 selling in one summer. Upon returning to class in the fall, his marketing professor gave him a C on a sales presentation he did in front of the class. My friend being immature asked the professor what he made a year. After some goading the professor admitted to an income of \$35,000 per year. My friend walked out and sadly he quit school. He will be okay though; his income last year was over \$1,200,000.” (Dave Ramsey—*The Total Money Makeover*)

School can help you gain knowledge, which plays an important role in your success, but if you cannot apply knowledge into the real world you will be very limited in what you can accomplish in your life. This summer you have the opportunity to learn “real world skills,” including:

- *The ability to work absolutely alone:* Most people can do what they are told, especially when they are carefully micromanaged. In this job you must learn to be your own boss. You will be in high demand in any field if you know how to employ yourself.
- *The ability to keep your life in proper balance:* If you don't work hard enough you will be shortchanging yourself, if you work too hard you will burn yourself out—balance is not an excuse for mediocrity, it is a challenge to be excellent. True balance is properly focused enthusiasm. To find this balance you have to be able to think.
- *The ability to think:* Nothing is more valuable and nothing less common than this skill. With Bulwark you do not get paid for showing up—you get paid only when you produce. Nobody is going to tell you how to do every little thing on every door, so you will need to learn how to think for yourself. Learning this one skill can open up countless doors for you throughout the rest of your life.
- *Confidence:* Aaron Seever has made a lot of money selling pest control, but he says the biggest benefit he has received is not the money, but the confidence selling has given him. If you do something this hard day after day—you will soon feel like you can do anything.
- *The ability to consistently increase in character and competence:* It is not enough to just be good, you must also be capable; it is not enough to just be capable, you must also be good. With Bulwark you have the opportunity to learn both. If you can consistently improve in character and competence throughout your whole life, then opportunities to lead will find you. Self-made millionaire W. Clement Stone said, regarding sales: *“[it is] perhaps the greatest vocation for any person interested in self-improvement.”*

- *The ability to understand human nature and effectively lead:* This kind of job gives you an intimate look at what makes people tick. You will have to understand how to gain the trust of strangers, whatever their background and station in life, and then lead them to make a buying decision. You will also learn to lead yourself. This understanding of human nature is vital to leadership roles you will participate in for the rest of your life: as a manager, business owner, parent, spouse, etc.
- *The ability to define problems without a guide:* According to Benjamin Franklin 80% of the problem is defining it. This summer you will have many opportunities to practice defining and solving problems on your own.
- *The ability to persuade others that your course is the right one:* This is all you will be doing all day every day this summer (persuading people that they need pest control, or that ours is a better company, etc., etc.) Nobody is going to commit \$400 dollars unless you have persuaded them that it is the right thing to do. Your level of personal and financial freedom is closely linked to your ability to persuade others that your course is the right one.
- *The ability to conceptualize and reorganize information into new patterns:* If you are very knowledgeable, but you cannot present what you know in a way that others can relate to, then you will not be able to get them to buy. Different people relate to things differently. Doing sales is one of the best ways to learn how to read people, and to learn how to communicate the same concept in many different ways.
- *The ability to learn how to learn:* Mark Twain said that the most important thing you can learn is **how to learn**. Most people today don't think for themselves—they rely on experts. If you know how to learn you will not have to rely on experts for everything. You can become your own expert.
- *Learn to live the law of the harvest and learn to identify needed personal traits and turn them into habits:* If the farmer doesn't plant, weed and harvest his crop, he and his family suffer. The law of the harvest states that you reap what you sow. If you plant good seeds and weed them consistently, you will reap a plentiful harvest. If you neglect your fields you will reap "noxious weeds." Working on commission is a lot like farming; this sowing begins with your thoughts. "*Sow a thought, and you reap an act; sow an act, and you reap a habit; sow a habit, and you reap a character; sow a character and you reap a destiny.*" (Charles Reade)
- *Learn how to rely on yourself:* 200 years ago if an Indian missed a deer with his arrow he and his family would go hungry. The same is true of commission sales. It's for your own good that you are not bundled and protected in a blanket of security—the more security you are given the less potential you have. In the law of nature you get exactly what you deserve. It's not right that we all get paid \$30,000 a year regardless of whether we produce or not. With Bulwark you get paid what you are worth. This teaches you to provide for yourself and not just rely on the system. Seeking security and seeking freedom are two totally different

ways to live. The quality of your life depends on which way you choose. This summer you will be introduced to the lifestyle of a freedom seeker.

Most of these skills are taken from two lists: the first list was published by George Wythe College and it is entitled, “Skills Necessary to be Successful in the Job Market of the 21st Century;” the second list was written by John Taylor Gatto; it outlines the goals of Harvard Business School. How effectively are they teaching these skills at your school? If you follow the principles outlined in this handbook you will make a lot of money, but more importantly you will learn many of the skills, attitudes and habits, which can help you achieve long-term success in whatever path you choose.

Most jobs try to attract employees by offering benefits like health, dental, vision, 401k, paid vacation, etc. These benefits are a gift for working with that company, but if you leave they are taken from you. With Bulwark your Benefits are not things that can be given to you; they are things you must earn for yourself—but once you have them they cannot be taken away by anybody. Your Benefits are who you become from the experience.

THE PURPOSE OF THIS HANDBOOK

This handbook is to be used in two ways:

- 1) As a training guide in correlation meeting*
- 2) As a reference guide while you are working*

This handbook outlines the principles that bring success in pest control sales. If you apply yourself to these principles and are willing to pay the price, you can rise to the top 5% of the industry in a few years. And when you do, you will have achieved something called Mastery; this not only means that you are the “best of the best” at what you do, but now that you have done it once, you can do it again. In other words you can now choose virtually anything in the world and in a few years rise to the top 5% of your chosen field.

A BRIEF HISTORY OF THE COMPANY

Three brothers Adam, Aaron and Dan Seever sold pest control for Orkin while they were in college. During their years there they all reached a point of mastery—and then some. Because they were so good at sales they were made national sales trainers. Due to their excellent training the average per rep doubled in just a few years. The biggest mistake Orkin ever made was to let them go. In doing this they lost one of their best resources and gained one of their fiercest competitors.

Bulwark is now one of the fastest growing, and most innovative pest control companies in America. The question they always ask themselves is, “what could Orkin have done to keep us with them?” And whatever the answer, they apply it to their own business. They are continually innovating and making this incredible opportunity even better for you—the main source of growth for the company.

WHAT TO EXPECT IN THE SUMMER

“Embrace the suckiness.” Aaron Seever summed this job up well in those few words. This might be the hardest job you will ever do. It is also one of the highest paying summer jobs out there. There is a correlation here—the reason it pays so well is because it is so hard to do. If this job were easy, high school kids would be doing it for eight bucks an hour and YOU would be looking for another job. The sooner you learn to “embrace the suckiness” the better off you will be.

Most people who try sales fail. One of the main reasons for that is because they do not know what to expect. They don’t understand the process they are going through so when things get tough they either quit and go home, or they quit and stay out. When they quit and stay out they end up just going through the motions; as a consequence they don’t enjoy it, and it becomes a bad experience for them. We will teach you what to expect and how to deal with it so that you can have a successful and fulfilling career in pest control.

THE PRODUCTION CYCLE

In the book: *The One Minute Manager Builds Highly Effective Teams* it explains that every time you start something new you go through four different phases: **Orientation**, **Dissatisfaction**, **Resolution**, and **Production**.

In **Orientation** you are just starting out. You are very excited and you know you are really going to do something amazing; you are going to break all the records and make one hundred thousand dollars your first summer! In Orientation your energy is very high, but your direction is low. Then what happens that first week when you don't do so well?

You get into **Dissatisfaction**. You start remembering all the negative things your friends and family said to you about taking this job. You start to long for the security of a small, but steady paycheck. You start to feel depressed and hopeless. This is the dangerous point because your direction is still low, (you still don't know what you are doing), but now your energy is low too. This is the time when many salespeople quit (remember just because you didn't go home doesn't mean you didn't quit). The reason most people fail at sales is because they are dissatisfied, and they do not decide to kick it.

At this point you have three choices: 1) Ignore the problem, which is to do nothing. This only makes the problem build. You will have to deal with it, either later on in your sales career, or if you quit, later on in your life—you cannot run away from who you are! 2) Avoid the problem by: feigning sick, playing video games, calling your mom or your girlfriend, etc., etc. This is a waste of time and will not solve your problem. 3) Your third option is to “embrace the suckiness,” in other words meet the problem head on. To do this, find what you need to do, and then do it. If you follow this response you will leave dissatisfaction and move on to the next phase: **Resolution**.

The only way to move out of dissatisfaction and into resolution is to get direction. This handbook gives you that needed direction. (You can also get help from your team leader or regional manager). Once you know what you should do its up to **you** to do it. This is the point of decision that we just talked about; nobody can make that decision for you. If you decide to put in the work you move into the Resolution stage.

In resolution your energy is still low, but now you have high direction. It can be difficult, but at least you have a plan. The fastest way to get out of this phase and on to the next one is to work very hard.

Over time you move into the next stage, which is called **Production**. That's when it really starts getting fun! Direction is high and energy is high too. When you get to this level not only does it feel really good but you will be making lots of money too.

During your first few months of pest control you will go through this cycle, so expect it to be hard at first. However on a small scale this cycle also happens every day, so expect every day to be hard (remember that's what makes it such a great opportunity).

THE FUNDAMENTALS

Successful people focus on certain things. All these things can be divided into five key areas:

- Habits
- Attitude
- Skills
- Knowledge
- Time.

The relationship between these five elements is an interdependent one. Apply yourself to all five and you will accomplish so much more than you could if you focused on a few of them. For example:

There are some salespeople who work very hard and have a good attitude, but don't spend time learning the skills and gaining knowledge. There are other salespeople who have a lot of knowledge and they are very skilled, but they cannot motivate themselves to work hard. All of these people can still have a good summer (probably making between \$15,000 and \$30,000), but they are achieving so much less than they could if they would just apply all five factors.

\$15,000-\$30,000 is not bad for a summer job, but just think what you could do if you worked on all the fundamentals. What if you:

- Consistently work on your **Habits**
- Consistently work at having a good **Attitude**
- Always work on honing your **Skills**
- Continually study and gain more **Knowledge** of bugs and of sales
- Put in as much **Time** as you can

If you took this route you might only make \$20,000 your first summer, but the next summer you might make \$30,000, and then as things start to click and the growth starts to compound you could end up making \$50,000 your third summer and \$80,000 your fourth. You may develop faster or slower than this example, but the principles and the process are true.

Don't be satisfied with a mediocre summer. Apply yourself to all five of the fundamentals.

TIME

Two things are attained over time; Experience and Education. You will need neither to have a mediocre summer, but you need both to have an incredible career.

EXPERIENCE

Experience is gained in years, for example you will have more experience your second summer than your first; your third than your second; your fourth than your third, and so on.

EDUCATION

Education is earned in the hours you put into it.

You are going to get more benefit the more hours you work: for example you will learn more in one 10 hour Saturday than you would in two 5 hour Saturdays; and if you work 50 hours in one week you will likely learn more in that week than you would in two 25 hour weeks.

Just as important to your success as the hours you spend working are when you have nothing to do. Right now what do you do when you have free time? Read a book? Turn on the TV? Call somebody on the phone? Take a nap? Go pay money to be entertained? What you do at those times is called your default setting. Your default setting tells you a lot about who you are now. When you choose to set a default setting of your own then you are choosing who you will be. *“A man is what he thinks about all day long.”* (Ralph Waldo Emerson) During these 4 months choose to immerse yourself into the knowledge of bugs, sprays, and the sales process. Whenever you have nothing to do, choose to think about and talk about pest control. If you do this you will drastically speed up your learning curve.

There will be times when you will wonder if it is worth the effort; it will feel like you are just wasting your time and getting nowhere. Then, all of a sudden, something will click and it will seem like you instantly jumped to a higher level. This experience of having things click is often called an epiphany or an “aha moment.” These experiences seem like they happen in an instant, but they are a result of many hours of effort.

These brief moments will keep you going and will push on towards that next breakthrough. When you are learning and progressing like this it is one of the most exhilarating things in the world. To get to that point you need to do a lot of hard—and sometimes painful—work.

The principle that you are taking advantage of when you put in the time is called compounding interest or compounding growth. Albert Einstein said that compounding interest was not only man’s greatest invention, but it is also the most powerful force in the universe. If you know a little bit about finances you know how this works. It doesn’t seem possible that you can take 6.4 million dollars out of the stock market for having put in only \$50,000. But if you let it sit there for 42 years and you earn the average rate of

return of only 12%, you will earn that much. This principle is also true of personal growth.

ATTITUDE

Attitude is important because you only grow as long as you have a good attitude, when you have a bad attitude the principle of compounding growth is working against you.

HOW COMPOUNDING GROWTH WORKS

To help illustrate the big picture follow me for a minute through another example of compounding growth. This example is a numerical picture of how \$1 can become \$1,000,000 by doubling only 20 times.

Times Doubled	Now Worth
0-----	\$1
1-----	\$2
2-----	\$4
3-----	\$8
4-----	\$16
5-----	\$32
6-----	\$64
7-----	\$128
8-----	\$256
9-----	\$512
10-----	\$1,024
11-----	\$2,048
12-----	\$4,096
13-----	\$8,192
14-----	\$16,384
15-----	\$32,768
16-----	\$65,536
17-----	\$131,072
18-----	\$262,144
19-----	\$524,288
20-----	\$1,048,576

Day-to-day it's hard to keep this perspective of slow steady growth because you can't see what is happening. If you look at the list above you will see that half way through the time (at 10 times doubled) you are not even close to the goal of \$1 million, in fact you are VERY far away; you are only at about \$1,000. Now look further down and you will see that the growth speeds up... Now look at the 19th time it doubled, you are now 95% there time-wise, but your progress is still only HALF way there. When you are on the doors it's hard to see this slow and steady growth, but it is happening. Just do the basics and don't get discouraged.

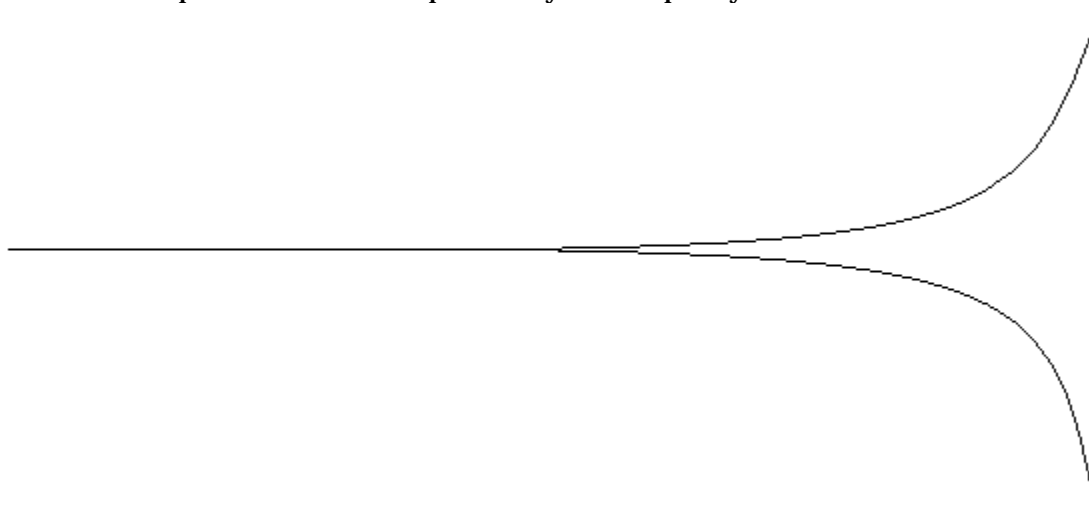
On a graph this is what compounding growth looks like:



In the example of a dollar doubling it would take 2 years for your money to double if it were earning an annualized rate of return of 36%; at that rate it would take 40 years for \$1 to double 20 times and become about \$1,000,000. If you were earning a 12% rate of return it would take 6 years to double, or 120 years to get from \$1 to about \$1,000,000. In your own career how fast you grow depends on how well you apply yourself to the principles taught in this manual. You control your “rate of return” by how smart you work, and you give yourself the time to compound by how hard you work.

“It is the little things you do each day that make you a success or that make you a failure; little things that seem not to matter at all in the act of doing them, but their compounded effect makes all the difference.” (Jim Rhoan) The things that make you successful are very “easy” to do (the definition of “easy” that is used is: “you can do them without too much effort”). If it’s so “easy” to be successful, then why are most people not successful? Why do 5% of the people in the U.S. control 95% of the money? Because the things which bring success, that are easy TO do are also easy NOT to do, and in the act of doing them they do not seem that important so people without vision and discipline will not consistently do them.

This next graph represents both sides of compounding growth. The top line represents a salesperson who is following through with the little disciplines every day; even though they do not seem to make any difference at all. The bottom line represents the salesperson who does **not** follow through on the little disciplines day-to-day; because they do not seem to matter. Notice that you cannot tell any difference between the two for a long time—but then as the growth starts to compound one washes out and the other rises to the top. Time will either promote you or expose you.



Your every thought and action are always compounding—either for you or against you. Having this long-term perspective helps you to choose to do those “easy” things that don’t seem to matter at all. Here are some tips on how to keep that long-term perspective:

TREAT IT LIKE A CAREER

This assumes a long-term perspective. You are in it for the long haul and you are building something. If you are not committed, you will find an excuse to quit. Do not go into it thinking, “we’ll see how this works out.” Instead ask; “How can I make this work out?” C. Terry Warner comments on this type of commitment in marriage. He says if you go into marriage wondering how it’s going to work out then it’s not even a marriage—it’s more like a guaranteed divorce because when it gets hard you are going to give up; because it obviously wasn’t “working out.” But if you take the second attitude of; “How can I make it work out?” Then you have a marriage, and you have a shot at something really good.

Marry yourself to the job for at least the next four months. Expect it to be hard, but realize that as you work at it, it will get better. It takes time for growth to happen. Give yourself that time. Respect it as a career and you will be rewarded handsomely.

ASK GOOD QUESTIONS

“The quality of your questions determines the quality of your life—if you want a better life, simply ask better questions.” (Anthony Robbins) The reason for this is that the questions you ask will control your focus; in other words if you ask a question then your mind will focus on the subject of that question.

Your mind will find answers to whatever questions you consistently ask it. For example if you always are asking yourself; “Why is this so hard?” You will get an answer to that question and by that answer you can justify a bad attitude and a terrible performance. If you consistently ask, “Why am I no good at this?” Your mind will also find an answer to that question, and now you have an excuse for your mediocrity. However if you ask yourself; “Why am I so good?” You will get an answer to that question, and now you have to live up to your image.

Do not ask questions like:

- Why is nobody listening to me?
- Why do I keep saying stupid things?
- I am not going to hit my goals, so why even try?
- Why do I always get bad areas?
- Why am I always going to be poor?
- Why am I always in a slump?

Instead ask questions like:

What can I say that will get people to not only listen to me, but to trust me entirely?
How can I improve my communication skills?
What can do to not only hit my goals, but also have fun doing it?
What angle do I need to take to sell in this area?
How can I not only be financially wealthy, but spiritually and emotionally fulfilled as well?
How can I get out of this slump?

If the answers to the questions you are asking are detrimental to you, don't ask the questions.

Dr. Oliver DeMille teaches that what you focus on grows. If you focus on pain, it will grow; if you focus on the success, you will have more success. Questions control your focus.

FOCUS LONG-TERM

DO NOT set daily goals. Set one long-term summer goal and shoot for that goal realizing that you will have good days and bad days, good weeks and bad weeks.

If you focus on each day you will be riding an exhausting emotional roller coaster. If you have a good day, its easy to become overconfident and mess up the next day. If you have a bad day, you may become overly doubtful of your ability, making it much harder to bounce back. Can you see how exhausting that can get?

- Focus day-to-day = riding and exhausting emotional rollercoaster.
- Focus long-term = being relaxed and patient—which people will sense, and you WILL sell more because of it.

Work towards one long-term summer goal. To help you do that, use this chart:
(Blank ones that you can copy can be found on page 93)

	Mon	Tue	Wed	Thu	Fri	Sat	Week Total
SERVICED	4	2	2	0	0	6	14
YEAR TO DATE SERVICED	45	47	49	49	49	54	
WORKING DAY NUMBER	23	24	25	26	27	28	
TOTAL WORKING DAYS THIS SUMMER	97	97	97	97	97	97	
CURRENTLY PACING (Y.T.D. DIVIDED BY DAY # TIMES TOTAL DAYS)	190	190	190	182	176	191	
SUMMER GOAL	180	180	180	180	180	180	
PACING + OR – SUMMER GOAL BY	+10	+10	+10	+2	-4	+11	

DO NOT GET EMOTIONALLY INVOLVED IN ANY SALE

If you get emotionally involved, you give that person the power to ruin your day when they say no. Most people you talk to, will say no. I do not care how interested they seem; do not let your heart rest on it, or you are setting yourself up for disappointment—I don't care if it's your own mother—don't get your hopes up!

The attitude to take is, “my goal for the summer is 200, that's about 2 a day. I am curious which 2 they will be today;” then on every door focus on doing your very best instead of worrying whether they buy or not. When somebody says “no” you say, “I guess it wasn't him.” When somebody says “yes,” you say, “So that's who it was, who would have thought.”

Aaron Seever says that anybody will sell better when they do not have too much pressure on themselves; he suggests to just work hard and trust that the sales will come. People buy from salespeople who are emotionally in control. You keep that even keel by realizing that you do not have to make all your sales today—that's what the whole summer is for.

THEY NEED YOU, NOT YOU NEED THEM

This is a confidence thing. People can feel it when you need a sale, and it turns them off. People can also feel it when you don't care if they buy. This, for some reason, attracts them and draws them in. The hardest time to have this attitude is when the sun is going down and you haven't got anything all day—however that is the most important time to have this attitude too.

You will have days when you say to yourself, “this area is so nice, they all listen so intently. I wish all areas were like this one.” And then other days you will say, “How could a whole neighborhood be so rude!” One day it will hit you that it was not so much the area, but it was mostly you that made the area what it was. If you act like a professional you will be treated like a professional; if you act like you don't know what you are talking about, you will be treated like you don't know what you are talking about.

LEARN TO LOVE REJECTION

Sales trainer Tom Hopkins teaches that a salesman's perspective on rejection is one of the main factors that determine whether they are “successful” or “not so successful”—the successful salesman loves rejection, the not so successful salesman hates it. (This idea is counter-intuitive, so it doesn't make sense at first; but it's really not that hard to get, and when you do get it, it will change everything for you).

Here are the two ways rejection is seen:

Way #1; the not so successful salesperson believes:

No means rejection: therefore no is painful and therefore how can I avoid it?

The result? Frustration rises and production drops—mediocrity at best. It all starts with the basic assumption that no means you got rejected.

Way #2; the successful salesperson believes:

No means I am getting closer to yes: therefore no is exciting and therefore how can I get more of it?

The result? Lots of contacts and lots of sales. It all starts out with the basic assumption that no means that you are getting closer to yes.

We will now explore the assumptions:

Way #1: The first assumption is that “no” means rejection. This is a natural reaction because they said no.

Way #2: The second assumption is that “no” means I am getting closer to “yes.” The way that you come to this assumption is by realizing that it is a numbers game. Realize that even the best salespeople get more “no’s” than “yes’s.” If you sell only 5% of the people that talk to you your first summer you are doing pretty good.

Getting 5% means that for every 20 people you talk to 19 will say no and one will say yes (getting 5% also means missing 95%). If you think that no means rejection, this is a very hard thing to deal with; however if you see sales as a numbers game you will realize that if it is true that when you talk to 20 people in a day you will get about 1 yes per day, then it’s also true that if you talk to 30 people a day you will get about 1 and ½ yes’s per day, and if you can talk to 40 people you will get about two yes’s per day. The quickest way to double your income in sales is to double the number of people that you talk to. Wouldn’t that make you more excited to get out and talk to as many people as possible?

We will now explore how much each no means to you in a dollar amount. This will be a great motivation to get you out there and working.

Let’s assume round numbers for the sake of simplicity:

Let’s assume you make **\$100 per sale**, and let’s assume you make an **average of 2 sales a day**. Simple addition tells you that you make **about \$200 dollars a day** (not bad, especially when you consider that if you work hard the whole summer—about 100 days—you will have made about \$20,000.

That sounds pretty cool, but it’s not real to you because it is a lot of money and it is very far away. Finding out what each person you talk to is worth is much more motivating.

Let’s say that you work hard and, on average, you talk to **40 people a day**. From that information we can calculate how much each person you talk to is worth. Take \$200 (the amount you make a day) and divide it by 40 (the number of people you talk to in a day). **(\$200/40) = \$5 a person**. Your prospect doesn’t even have to buy for you to make \$5. All that you have to do is your best, and in a very real sense you just made \$5 for your effort.

So when somebody says no, don’t say to yourself as you walk away dejected; “This is so hard; is nobody going to say yes? Am I wasting my time?” (By the way if you ask those questions in that way your answers will probably be that: yes, you are wasting your time; and no, nobody will say yes—and that would be totally logical, since 19 people in a row just told you no). Instead say to yourself, “Thanks for the \$5,” and then keep going. Can you see the difference? Knowing that one fact and focusing on it will give you great motivation to get out of the car and start knocking—not only that, but what you focus on grows, if you focus on doing your best on each door and not worrying about when the sales will come, then you will get better on each door and more sales will come.

BE A PROFESSIONAL, KNOW YOUR HOURLY WAGE

All professionals; whether they be doctors, lawyers, accountants, etc. know what they are worth because that's how much they charge per hour. To find out what you are worth is very simple.

Let's assume the same averages as before (**\$100 a sale, 2 sales a day for about \$200 a day**. You talk to about **40 people a day for about \$5 a person**). Now let's assume you get an average of **only 7 hours** per day of actual knocking, this does not include drive time, scouting time, water breaks, dinner breaks, etc. These 7 hours are only the time that you spend knocking on doors and talking to people. All you get paid for is sales, and the only way to get sales is to talk to a lot of people. All the other stuff you do is important, but it is not work. According to Tom Hopkins, it is only "preparation to work".

Working 7 hours a day and talking to about 40 people a day means you talk to almost **6 people an hour** ($40/7 = 5.71$). That means you make **about \$28.55 an hour** ($5.71 * \$5 = \28.55). If you treat yourself like you make \$28 an hour the people you talk to will treat you that way too, and your sales will increase.

Once you figure out what you are worth use that figure to motivate yourself. Remember these are averages, so day to day they may not be exact, but over the long-term they will be very accurate. In other words if you have a 5 day or a 3 day or a 1 day or a 0 day you still made about \$5 a person, or \$28 an hour, or about \$200 a day. If you work consistently it will always average out in the end. Having this long-term perspective helps you to keep your confidence when you hit a slump. It will also keep you from becoming overconfident after you just had a huge day.

It is a good idea to regularly check what your average per no and your average per hour is because it gives you a snapshot of what is actually happening out there. As you do this you will more than likely see yourself slowly progressing and you can feel good about yourself; or if you have a bad attitude and irregular work hours you may see yourself slowly digressing and now you have a warning sign that tells you that you need to do something about it.

Use this chart to help you focus on what you can control and to know what you are worth: (Blank ones that you can copy can be found on page 93)

	Mon	Tue	Wed	Thu	Fri	Sat	Week Totals
HOURS WORKED	7	7	7	7	6	8	42
NEW CONTACTS MADE	42	47	38	35	33	45	240
NEW SCHEDULED	3	0	2	2	1	4	12
This week I made \$__1,200_____ In Potential Commissions (New Scheduled times average commission.)							
This week I made \$__5_____ For every person I talked to. (Potential commissions Divided by New Contacts)							
This week I made \$__28_____ For every hour I worked (Potential commissions Divided by hours worked)							

FOCUS ON WHAT YOU CAN CONTROL

You might be interested to know what John Wooden—one of the winningest coaches of all college basketball history—focused on with his team. Believe it or not it was not winning (he hardly even mentioned winning to his players) rather he focused on the little things; like how to put on your socks, how to tie your shoes properly, how to dribble the ball, how to pass, how to shoot—it was the basics, the VERY MOST BASIC basics. In his book, *WOODEN (A LIFETIME OF OBSERVATIONS AND REFLECTIONS ON AND OFF THE COURT)* he takes almost two pages to explain “the right way” to put on your socks. What were his reasons for being so extreme? *“This may sound like a nuisance, trivial, but I had a very practical reason for being so meticulous about this. Wrinkles, folds, and creases can cause blisters. Blisters interfere with performance during practice and games. Since there was a way to reduce blisters, something the player and I could control, it was our responsibility to do it.”* This might sound crazy but it worked.

It worked so well that his teams ended up winning 10 national championships in 12 years—and 7 of those were in a row. Remember this is college ball where your team changes every couple of years. He could not rely on a few good players; instead he relied on good, true principles. He taught that you should focus on what you can control (like the things just mentioned), and you should not spend your time and energy thinking about the things you cannot control (like winning). That’s how he was able to become one of the winningest coaches in college basketball history—by not focusing on winning.

Face it; in sales you have no control over who buys, none at all. But you do have control over many of the factors that contribute to why people buy. These factors include your personal appearance, the quality and delivery of information, your effectiveness in handling rebuttals—and probably the most fundamental of all—how many hours you work and how many people you talk to in a day. The more you focus on the things you cannot control, the less power you have over the things you can control, and the more likely you are to get emotionally upset; which translates directly into lost sales. When you focus on what you can control you become very good at those things and as a result you will make more sales over time.

BE REALISTIC

We all have different levels of natural skills. I may max out at \$40,000 dollars a summer and you may have what it takes to make \$240,000 a summer. I may be a slower learner and so the very best that I am capable of is 200 accounts in my third summer. You may have a natural talent and may be capable of selling 350 your first summer; in that case if I sell 199 in my *third* summer and you sell 250 your *first* summer who is really more successful?

John Wooden taught that; *“You have little say over how big or how strong or how smart or rich someone else may be. You do have, at least you should have, control of yourself and the effort you give toward bringing out your best in whatever you are doing. This effort must be total, and when it is I believe you have achieved personal success. Try your hardest in all ways and you are a success. Period. Do less than that and you have failed to one degree or another.”* We should judge ourselves that way.

Another part of being realistic is recognizing that most people grossly **overestimate** what they can accomplish in a year; and when they fall short they get upset, lose hope and quit on themselves. Realize that the first few years are when you set the foundation. At the same time most people also grossly **underestimate** what they can accomplish in a decade; most people get frustrated when they don't change the world in a year and so they stop trying and they become more "realistic." In their wisdom they now scoff at the young, naïve idealists. If they were truly wise and realistic they would know that change takes time.

The arrow on the following graph represents the point at which many people give up. The reason they give up is because they do not feel like they are getting anywhere. They do not realize that although they have not seen huge progress; they have accomplished a great deal—they have set a firm foundation. If you quit at this point you will be throwing away all that hard work and you will never get to taste the fruit of success.



“When you improve a little each day, eventually big things occur... Not tomorrow, not the next day, but eventually a big gain is made. Don't look for the big, quick improvement. Seek the small improvement one day at a time. That's the only way it happens—and when it happens it lasts.” (WOODEN- A LIFETIME OF OBSERVATIONS AND REFLECTIONS ON AND OFF THE COURT pg. 143)

WHAT IS YOUR “WHY”?

“If your “why” is strong enough you will figure out the how.” Sometimes your “why” can be benefits that you can gain from having money. A few examples of possible “whys” are:

- You want to go to school without having to work at a part-time job
- You want to buy a new car—with cash
- Money to put down on a house or to buy some acreage
- Money to get out of debt
- Extra money because a baby is coming
- Money to go on a cruise or to travel the world
- Money to buy a boat or to go snowboarding

Some of the strongest “whys” don't even have to do with money, these could be something like:

- A strong competitiveness with another salesman
- A burning desire to overcome natural shyness or to become a great communicator
- A desire to reach the top 5% or 2% of the industry because you are passionate about mastery, and you want to live your life to the fullest

*Can turn you away from the thing that you want,
If dogged and grim you besiege and beset it,
You'll get it!*

Go back to the previous page and look at your “why.” Does it hold the power over you that this poem describes?

Are you willing to go out and fight for it? Work day and night for it?

Give up your time and your peace and your sleep for it?

Do you never tire of it?

Do you hold all other things tawdry and cheap before it?

Does life seem all empty and useless without it?

Are all your dreams and schemes about it?

Would you gladly sweat for it, fret for it, plan for it, and lose all your terror of God or of man for it?

If not, find another “why”—something that almost brings tears to your eyes just thinking about it; Your “why” has to be more powerful than any obstacle you can face or it will not have the power to help you overcome the obstacles you will face this summer.

HABITS

Having the right attitude helps you realize that the small and simple things you do day-to-day really matter. However you will struggle every day to do those little things unless you find a way to make it easier TO do these things than it is NOT to do them. That's where habits come in.

THE POWER OF HABITS

*I am your constant companion.
I am your greatest helper or heaviest burden.*

*I will push you onward or drag you down to failure.
I am completely at your command.
Half the things you do you just might as well
Turn over to me and I will be able to do them quickly and correctly.*

*I am easily managed-you must merely be firm with me.
Show me exactly how you want something done,
And after a few lessons I will do it automatically.
I am the servant of all great men; and alas, of all failures, as well.
Those who are failures I have made failures.*

*I am not a machine, though I work with
all the precision of a machine plus the intelligence of man.
You may run me for a profit or run me for a ruin-
It makes no difference to me.*

*Take me, train me, be firm with me and I will place the world at your feet.
Be easy with me and I will destroy you.*

*Who am I? I am habit!
(Anonymous)*

TREAT IT LIKE A JOB

When you are working for someone they are very jealous of the time they are paying you for. Well, now you are pretty much working for yourself and you are costing yourself a lot of money if you slack off. The best way to treat it like a job is to learn to value your time. Do yourself a favor—make the type of rules for yourself that a boss might make for you. Here are some suggestions:

(These two lists may not seem that important, but do not discredit them for their simpleness. *“Now ye may suppose that this is foolishness in me; but behold I say unto you that by small and simple things are THE great things brought to pass;”* Alma 37:6)

SUCCESSFUL PEOPLE:

- Take care of all their business in the morning.
- Eat lunch before correlation meeting.
- Come to correlation 100% ready to work.
- Go straight to their area after correlation.
- Work on one skill every day
- Knock on their first door everyday by at least 2 p.m. or before. (Earlier in cities where they are not on daylight savings time). Knock on their first door by 10:30 a.m. or before every Saturday.
- When they do need to scout for area, they do it before 2p.m. during the week.

- Take a long enough dinner break to refresh, but not so long that their energy level goes down and they have to re-motivate.
- Knock from 5 p.m. until dark with no breaks. This is prime time.
- Set appointments for after dark to lengthen out their prime time hours.

VERY SUCCESSFUL PEOPLE ADD THESE HABITS:

- Work each area thoroughly; this will increase effectiveness and closing ratio like nothing else.
- Are always learning, especially about human nature. The best salespeople are perpetual students.
- Start their week on Saturday, not Monday. They work ALL day Saturday, then come Monday they already have several going out for the week. (It is a lot easier to go out and work on Monday if you already have momentum. If you have nothing going out it will be hard to build that momentum).

THE REASON THAT HABITS ARE THE KEY TO EVERYTHING ELSE

The two biggest things about this job are consistency and momentum. Habits are the tool to give you consistency, and consistency is what gives you momentum.

When J. Willard Marriot was turning the Marriot Hotel Chain over to his son one of the first things he told him was: “Guard your habits – bad ones will destroy you.”

SKILLS

*As you put in the time, have a good attitude, and follow through on good work habits, then you will naturally go through different levels of skills. Sales trainer Zig Ziglar describes them as follows: **Unconscious Incompetent, Conscious Incompetent, Conscious Competent, and lastly Unconscious Competent.** We will consider the different skills and approaches for each of these levels.*

UNCONSCIOUS INCOMPETENT:

At this level you don't know what you don't know. You don't know what the objection is or you haven't even tried to overcome it.

The Skeleton

In the beginning there is nothing, no skill, no knowledge, no confidence,
Nothing but...

The Skeleton!!!

Learn this and you cannot fail

The skeleton was developed to teach the average starving desperate student how to systematically sell pest control door-to-door.

(Rookies will role-play these techniques for the first two months on a daily basis in correlation)

First step— the preparation:

Your Head:

- Relax and be yourself
- Focus on one selling tactic at a time and do it on every possible door.
- Start Simple and work on the basic tactics first.
- Make a commitment, you are learning and learning skills that are worth more than your college education and it takes time to become a professional, commit to put in the time.

Your Body/Posture:

- Relax and be yourself
- Focus energy and non-verbal motions

Work Ethic:

- Work hard, success will come
- Always **think** about every sale

Supplies:

- Drink lots of fluid. It takes 15 min. to dehydrate and 45 min. to re-hydrate. If you become dehydrated you will not be able to think clearly. If you cannot think clearly you will be wasting your time.

The hook:

“Hi, I’m the local bug guy, we are offering a group rate in the neighborhood.”

Pause and watch response,

Continue with the skeleton if:

1. The look they give you says, “ya and?”
2. They say, “How much is that?”

Both of these gestures mean that the person has a remote interest in pest control. They are being positive and in a way are asking you to tell them more.

Politely leave if they say:

1. “Na, I would not be interested!”
2. “Go away”

The basic treatment pattern:

Customer: “*How much is it?*”

“*Well, first we come inside and treat inside your wall through your electrical outlets.*”

“*We treat all your window seals.*”

“*We treat back into the wall under all your sinks.*”

“*We service the garage*”

“*Then the most important part of the service is the regular POWER SPRAY on the foundation. We’ve found that if we keep a strong effective barrier on the foundation, bugs never get in again.*”

“*That means we never have to come inside again, the monthly treatment on the outside will stop them at the source.*”

“Now, if you want or need inside service. No problem, it’s free upon request at any time. Just call us and we will be back out here within 48 hours, no charge.”

“Each month (every other month in North Carolina) we POWER SPRAY one foot up the wall and three to five feet out into the yard.”

“We also treat the flowerbeds (in North Carolina and Texas)”

“We also treat the base of the plants (in Nevada and Arizona)”

The close:

“Let me show you the guarantee.” Pull out the contract and show them the bright red Guarantee. Then write 80 in the in-wall section as you say.

“Well the first interior in-wall treatment is 80 dollars.”

Then write 65 in the exterior treatment and say,

“The exterior POWER SPRAYS are 65 dollars every other month.”

Total it and say, “The first service would be \$145, but we can do it tomorrow for (simultaneously cross out the 80 and write in 10, cross out the 65 and write in 59)” 69 dollars to start and only 59 per exterior service.”

Pause until they answer

Some people will say, “OK, let’s do it!” These are what we call “goldens.” Most times you will need to battle some objections. When you’re just starting out, this is an effective way to sell. If you can follow this pattern with no further skills and you work 8 hours a day, you should sell 1-3 a day. A 3 a day average is 300 sales.

Memorize it BEFORE you start and you will be successful

One last pointer:

When the customer says, “yes,” STOP SELLING and DO THE PAPERWORK. You will talk yourself out of many sales and waste much time if you ignore this pointer.

CONSCIOUS INCOMPETENT:

Here you know the objection, but you don’t have the skills to overcome it.

In this section we will give you answers to objections, closing tips, and a few more pitches. Use them word for word—they work.

Objections

Now you are starting to understand what is happening out there but you don't really know what to do about it; so just follow these answers to objections word-for-word, trust us they work! There was a newer sales rep in Arizona a few years ago who got an objection he had not yet memorized how to overcome so what he did was hand the homeowner the script out of his binder and say; "the owners gave me this. I am supposed to say this when somebody gives me that objection." The homeowner read it and said, "Ok, let's do it." If it worked in that situation it will work so much better if you have it down and you can deliver it in a natural and fluid way. Memorize and use these answers to objections. Do not play with them too much until you have them down.

Card Objection

We haven't been able to offer it on a call in basis because we are doing it below cost and the way we offset the loss we are taking (**at this point take out an already filled out contract and point to the day and the time while you are explaining this to them**) is by giving each of the neighbors a 2 hour time slot and that way the truck can come through and do everybody at once, but it is something you need to do anyways, and while the truck is out here not only can I save you quite a bit off the price but it also works better when you are on the same cycle as some of the homes around you. (**Quiet, wait for the next question or objection**).

Card Objection Second Time(So I have to decide right now?, or Is there any way I can just call you back?, or similar responses)

Well, pre-scheduling the route is actually how we are able to save you so much off the normal price, but it is not something you have to decide right now. I will be out here most of the day, I can just swing back by and check back with you, when would be a good time? (If they give resistance at this point, use the following) Oh, its no problem I will be out here until dark anyways, I have a lot of people to talk to).

Another Company

Oh yeah, like I was telling you just about everybody in the group is switching to us from other companies because like I was saying before (**go into DETAIL on the point you said in the intro... why we do it and why it works better, why people like it better**) but you will eventually want to upgrade anyways and while we are out here I can save you quite a bit off the normal price and in fact if you can trade in one of your old service tickets, I can actually credit you dollar for dollar, even off the group rate so that way you are not double paying. (**Quiet, wait for the next question or objection**).

Another Company and they are only \$18

Oh yeah, actually if you can call around you can get that type of program even cheaper than that, but what we are doing is totally outdated the industry, (**now in a fairly quick manner hit them with 4 or 5 of the unique things we do... it is very important to move through this part at a good pace**) but you will eventually want to upgrade anyways and while we are out here I can save you quite a bit off the normal price and in fact if you can trade in one of your old service tickets, I can actually credit you dollar for dollar, even off the group rate so that way you are not double paying. (**Quiet, wait for the next question or objection**).

I don't need pest control

Is this your first home in the area? (**concerned look on your face... it doesn't matter what they say**) the reason I ask is because the homes out here are not designed to go without pest control (**show them the weep holes and explain how they "weep" out moisture which attracts the insects and starts the infestation**) of course you can wait until you see a problem inside, but at that point it will take any company several months to get the pests out of the walls where they live and breed. What we need to do is set up a barrier now to keep unwanted visitors from entering the home... The next couple of days while we are in the area, not only can we save you a lot of money, but it will also eliminate a lot of headache and hassle down the road. (**Quiet, wait for the next question or objection**)

I do it myself

Oh yeah, several of the homes that are starting with us have been doing it themselves, but the reason we get a lot of do it yourselfers starting with us, is because the sprays available in stores are more designed for spot treating than for long-term residual control around homes because they are at lower concentrations, not to mention that even with commercial grade sprays it is difficult to keep pests from getting in if you do not use a \$2,000 power-sprayer to apply it. (**this is a good time to use your mirrors and show them why**) but you will eventually need to get it done professionally anyways and while we are out here not only can I save you a lot of money but it works better when you are being treated at the same time as some of the other homes around you. (**Quiet, wait for the next question or objection**).

Year, or can't I just do a one time?

Have you never had a pest control service before? (**concerned look on your face... it doesn't matter what they say**) the reason I ask is the best spray on the market, which is the one we are using, only lasts about 35-40 days in this climate and the ground does not freeze here in the winter so the bugs are active year round. So all the reputable companies sign you up for at least a year because that's how long it takes to establish

control around the home, so that no matter what time of year the pests come out we can knock them out before they can go through a life cycle and unravel the progress that we have made causing you to have to start all over (**if they still look hesitant you can add**) but after you have been on the regular service for at least a year and we have the barrier established out here you can change to a seasonal or a bi-monthly plan. (**Quiet, wait for the next question or objection**)

I Cannot Afford It

I realize this may not be something you were planning on spending money on, but these homes are not designed to go without regular pest control, and any time you do not have a protective barrier around the perimeter of the home, you have stuff getting in, you just don't see it because these things are going to infest the walls and other void areas before they show up inside the home. That is why when we do a group rate like this, we get so many people signing up, because this is money you will have to spend really soon anyways, and by doing with our group, it not only costs less, but also works better because you are on the same cycle as many of the homes around you.

I Cannot Afford It Again After Above Response

(Hesitate a little) Well, you are not seeing much inside yet are you? **NO** Well, I can't do this for everybody, but as long as you could have it done on one of the days we will be out here I could probably help you a little bit more with the price on the first one, because any spots I don't fill the truck will just be sitting out here. **How much more?** Well, as long as it is on one of our group days I could do it just for the regular service charge, I will just need to clear it through the office, but it will still be the exact same initial service as if you had called our yellow pages and paid \$140, it would just be discounted because of the timing of when you signed up.

Trouble Closing?

Silence: Remember after you go silent not to talk until they do—even if it takes a long time. Once you have the sale set up they need to feel the pressure to make a decision. If you speak before they do you will undo all the work you did to set up the sale.

Voice: Does your voice sound like this is something that needs to be taken care of soon?

Assume the sale: Are you assuming that they are going to purchase?

Tell them as the expert what they should do:

You should never say:

- “If you want,”
- “Do you want,”
- “If you would like,”
- “Would you like?”

Instead make confident positive phrases like:

- “We should treat the screen of these weep-holes to stop any more scorpions from entering your home.”
- “We should treat your weep-holes immediately.”
- “We need to lay a barrier around your home to prevent any more scorpions from entering your home.”
- “It’s much easier to lay a shield around your home to keep them out than it is to clean them out of your walls after they are already established.”
- “If you don’t want to have to dump a lot of chemicals into your home to eradicate and ensure your problem then you should start a preventative barrier now.”
- “Its easier to keep them out than get them out.”
- “You know the ants are just going to get more established as the warm weather approaches.”
- “Its better to get a barrier down before the dry weather comes and everything out here wants the moisture condensing in your walls.” (**Point to the weep-holes and explain how they “weep ”out moisture inviting or luring insects in**).
- “An ounce of prevention is worth a pound of cure.”
- “The treatment will be much more successful if we can prevent the critters from entering the voids of the walls.”
- “You **can** start pest control after you see them inside, but if you have them inside it will take any company many months to get them out of the walls where they nest and egg.”
- “If you don’t want to be seeing a lot of dead bugs on your carpet, then you should start something before they get into the walls.”
- “We need to...”
- “You need to take care of this...”
- “This needs to be taken care of...”
- “I can take care of this...”

Fill out the paperwork: For some people this assumptive close works well, as you are explaining the service write the price, square footage, bug problems, etc. Then just keep filling it out by writing the street name, house number; and then simply ask for their

name, last name, etc. When they are used to you writing on the paperwork the whole time and then you just keep filling it out it flows easily and it takes a lot of effort for them to tell you no.

Never ask a “say no” question (they are more likely to say no than yes if you give them that as an option):

- “Do you want the service?”
- “Do you have bugs?”
- “Do you want to get rid of the bugs?”
- “Do you think this is a good value?”
- “Do you think your wife will want to get rid of the bugs?”

Use the Alternate Choice Close (Two or more choices, all are a yes answer):

- “We need to schedule a time for the first service when somebody is at home; are mornings good for you or are afternoons usually better?”
- “As far as that first service; would tomorrow work out for you, or would the next day be better?”
- “On the regular visits did you want the technician to leave your service slip on the back door or the front door?”
- “Did you want them to start on the outside or the inside?”
- “Did you want the natural treatment or just the regular sprays, which are very safe anyway?”
- “On the regular treatments you don’t even have to be here, we will come out do the treatment and then leave your service slip ticket on your back door. After that each service you will simply receive a bill in the mail and then you send us a check. On the first one you will need to be here because it’s inside and outside, for that one you can pay me with cash, check or credit card; whichever works best for you.”
- “You don’t have to pay the year in advance, most people actually just pay me for the first one and then they just pay as they go. Other people would rather pay do it all at one time because you receive a 10% discount; it’s just whichever one you prefer, doesn’t make any difference to me.”
- “After we service your home, do you want us to close that gate or leave it open like it is?”
- “We do have a 5 year, 3 year and a 1 year clean out program. Most of our customers choose the 3 year because it locks in the price for that time, but I usually recommend people just starting out to go with the one year ‘trial’ program, that way you can just try us out for the year and see how you like us.”

Other Pitches you can use:

Pitch for Monthly treatment in neighborhoods where many already have a service.

Hello, my name is _____ with Bulwark. I realize you probably already have a pest control service, but I have people who have been switching to us from Orkin, Terminix, (**list others while you flip through service tickets of different local companies**), because of our new triple barrier system, which is a lot more effective than the old fashioned techniques..... And, since our truck will be out here already, I can take well over half off. (**pause, don't talk till they do**)

Customer: How much is that?

Well the inside is the first barrier. We will actually come in and treat inside your walls, which will clean out the frame of the home and get rid of any pests nesting back in the wall voids that you may not be aware of. This treatment only needs to be done the first time.

The next barrier is right around the base of the home. We apply this with a power-spray hose that we pull off the back of the truck. This barrier is designed to stop any bugs from getting back up into the walls, and to keep them away from the house.

The third and most important barrier is in the yard; we treat every plant and drip system within 20 feet of the house. This is where your roaches, crickets, spiders, ants and other invaders you are going to have will come from.

After the first treatment we will return once a month and reapply the outer two barriers as they wear off. So the first treatment will be inside and out and the regular monthly visits throughout the year will be outside only. Most of our customers really like this because you only need to be here for the first treatment.

Now as far as price goes, what is your square footage here?

Customer: 2000

On this size of home the first treatment normally runs about \$150 (**use the standard pricing sheet**). For those who are able to start on one of the days we are working out here we can do everything, inside, outside, garage, and the yard for **just \$69, (keep moving here)** and then the regular treatments throughout the year are cut down to **just \$36** and those are nice because they are outside only so you won't have to be here for those. (**Quiet! Don't talk until they do.**)

Pitch for Bi-monthly treatment in neighborhoods where many already have a service.

Hello, my name is _____ with Bulwark. I realize you probably already have a pest control service, but I have people who are switching to us from Orkin, Terminix, (**list others as you flip through service tickets of different local companies**), because of our new triple barrier system, which is a lot more effective than the old fashioned techniques..... And, since our truck will be out here already, I can take well over half off. (**pause, don't talk till they do**)

Customer: How much is that?

Well the inside is the first barrier. We will actually come in and treat inside your walls, which will clean out the frame of the home and get rid of any pests nesting back in the wall voids that you may not be aware of. This treatment only needs to be done the first time.

The next barrier is right around the base of the home. We apply this with a power-spray hose that we pull off the back of the truck. This barrier is designed to stop any bugs from getting back up into the walls, and to keep them away from the house.

The third and most important barrier is in the flower beds. This is where your roaches, crickets, spiders, ants and other invaders you are going to have will come from.

After the first treatment, we will return every two month and reapply the outer two barriers as they wear off. So the first treatment will be inside and out and the regular visits every other month throughout the year will be outside only. Most of our customers really like this because you only need to be here for the first treatment.

Now as far as price goes, what is your square footage here?

Customer: 2000

On this size of home the first treatment normally runs about \$150 (**use the standard pricing sheet**). For those who are able to start on one of the days we are working out here we can do everything, inside, outside, garage, and the yard for **just \$69, (keep moving here)** and then the regular treatments throughout the year are cut down to **just \$36** and those are nice because they are outside only so you won't have to be here for those. (**Quiet! Don't talk until they do.**)

Pitch for Bi-monthly treatment in neighborhoods where most people don't have a service yet.

Hi, I'm _____, local Bug Guy. We're going to be treating a large group of homes in the neighborhood the next few days, fortunately most of them aren't seeing much of a problem on the inside yet; what we are doing is setting up a barrier before the warm weather sets in and drives the roaches, ants, spiders and other pests into your home..... And, since our truck will be out here already I can take well over half off. **(pause, don't talk until they do)**

Customer: How much is that?

Well on the inside we will come in and take off the electrical outlets **(point to the picture on your binder)** and treat inside your walls. What this does is take care of any bugs that came in on the building materials and the ones that got established during the construction. **(Do not pause here, keep going.)**

After we do that we will work on setting up the barrier out here **(turn as you speak and look at the base of the home)**, this is the source of your future invaders. You see this moist area underneath this mulch? **(kneel down next to the mulch and pick up the corner and show them how wet it is, you will probably also see little insects scurrying out of sight as you do - point them out)** This is the breeding ground for a variety of bugs; roaches, silverfish, rolie pollies... here they find food and shelter. It works out great for them until there are fluctuations in weather; too hot, too cold, too wet, too dry. At that point they look for something more constant. So what they do is move up under here **(grab the siding with your hands and show them how loose it is)** and then from there they make their way into the hollow voids in the wall. **(If they have brick instead of siding just point out the weep holes and give a similar explanation)**

The only way to keep this from happening is to treat this area around the base of the home. What we do is pull a hose off the back of the truck and power-spray a wide barrier all around the home. This will keep the pests out and drive them away. Not only do we treat right next to the home, but we will also treat the mulch areas in the yard to keep the pests in those areas from advancing on the house.

After the first treatment, we will return every two months throughout the year, and reapply the outer barrier as it wears off. So the first treatment is inside and out and the regular treatments every other month throughout the year will be outside only. Most of our customers really like this because you only need to be here the first treatment.

Now as far as price goes, what is your square footage here?

Customer: 1800

On this size of home the first treatment normally runs about \$150 **(use the standard pricing sheet)**. For those who are able to start on one of the days we are working out here we can do everything, inside, outside, garage, and the yard for **just \$69, (keep moving here)** and then the regular treatments throughout the year are cut down to **just \$36** and those are nice because they are outside only so you won't have to be here for those. **(Quiet! Don't talk until they do.)**

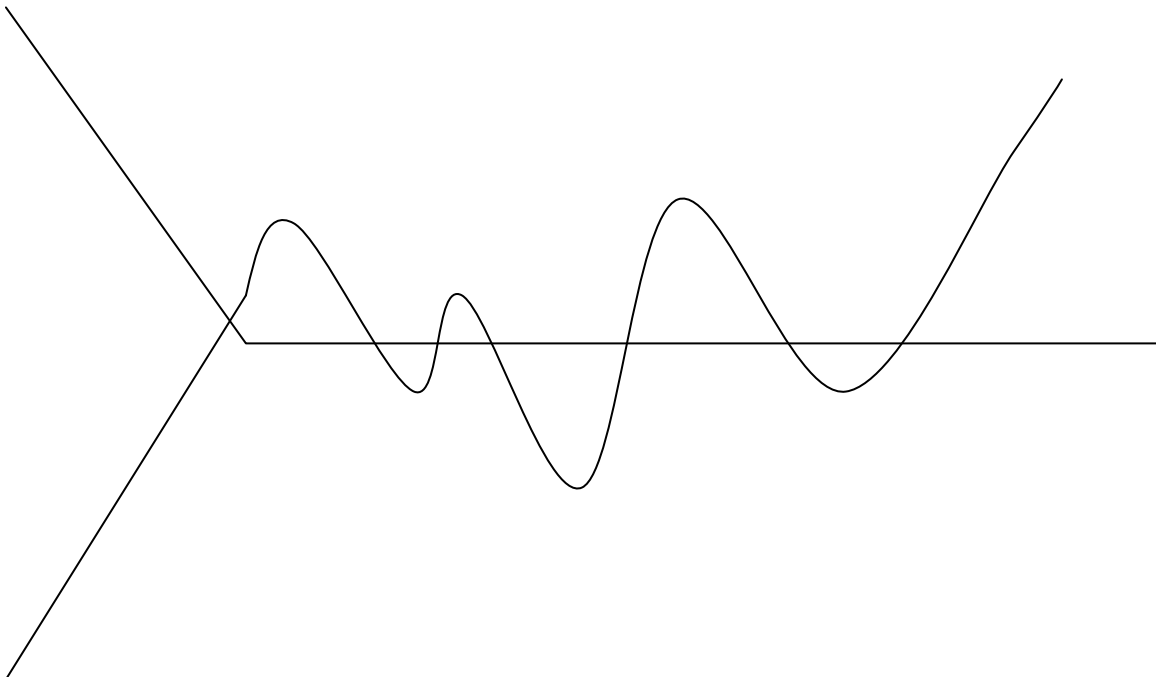
CONSCIOUS COMPETENT:

At this stage you know the objection and how to overcome it but you have to think your way through the process. It's choppy and a little rough but you have a chance.

Most sales reps. struggle through the first two skill levels for most of the first summer. At the first two levels all you can do is put in the hours, say the words and get a sale or two a day. If you work hard all summer then sometime around the end of the first summer or beginning of the second summer you will jump to this next level. At this level you start to see and understand better what is going on. You can still use the scripts as a guide but in reality what you do is talk to the customers needs.

WARNING: the scripts you have been given are carefully designed to accomplish all these purposes. Use the scripts until you have them down, if you try to figure everything out before you are ready it can actually hurt you.

At this level we will get a little more into the Psychology of sales. For starters this is what a typical sale looks like:



Since that makes no sense at all we will start at the first and diagram it in detail:

Knock on the door:

Congratulations you took the first step and now this is what it looks like:

Customer

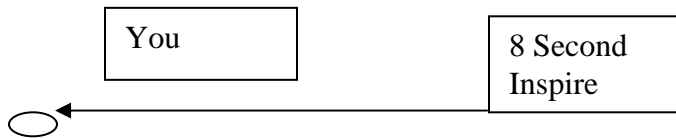
You

If you didn't knock on the door you would have had zero chance of selling that person. Now that the homeowner has come to the door and answered, the relationship looks like this. The homeowner has all the power. They are in their element. You have no power. You are just an unwelcome nuisance to their busy life. You are a lowlife, a nothing—actually you are even worse than a nothing, you are a door to door salesman. The homeowners #1 goal is to get rid of you as soon as possible so that they can continue on with their very important life.

Not a good place to start off is it? If the relationship stays as is you still don't have a very good chance of making a sale. You need to do something to change the relationship; and fast!

The 8 second inspire:

Customer



Most people call this step the introduction or the intro. It is that, but if you call it that you miss out on what it *really* is. *It really is your window of opportunity to make it or break it.* Studies show that most people will give you about 8 seconds before they decide whether they will listen to you or not. You have to make those 8 seconds count. It has to be simple, yet powerful. If you do an effective 8 second inspire then you have accomplished two things: (1) **CREATED INTEREST AND (2) EARNED THE RIGHT TO TAKE A LITTLE MORE OF YOUR CUSTOMER'S TIME.**

A real good way to lead out is by giving him one of the main objections he was going to give you to kick you off the door and then start developing a case of why that is not a good objection. Take for example one of the approaches given in the section on Conscious Incompetent.

If you are knocking in an area where most everybody already has a service you have a pretty good idea that this person you are talking to probably does too. More than likely he is going to try to get you off the door by telling you that he would love to use your service, but he already has a company. But if before he gets a chance to even say anything you politely introduce yourself and say:

Hello, my name is _____ with Bulwark. I realize you probably already have a pest control service, but I have people who have been switching to us from Orkin, Terminix, (list others while you flip through service tickets of different local companies)

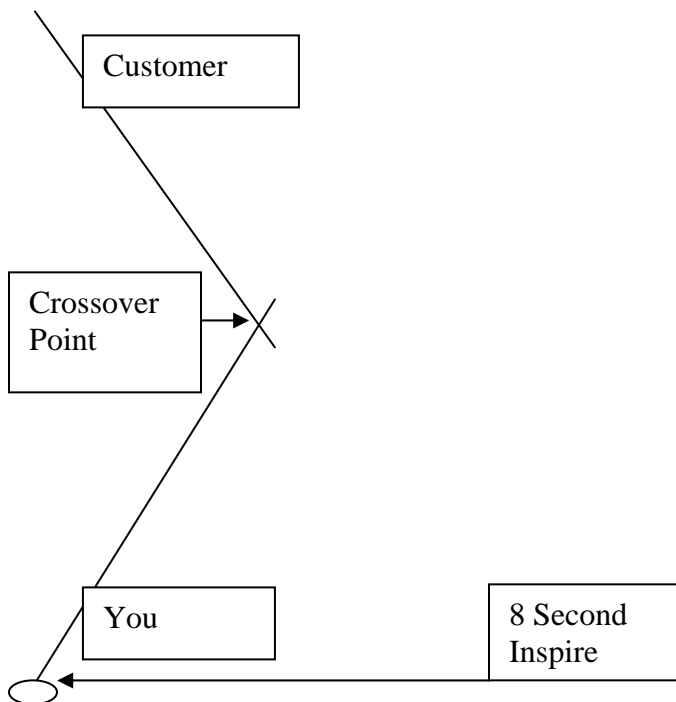
Now what is going on in his head? Before he can tell you that he has another company you have already told him that it doesn't matter if he has another company because everybody who has another company is switching to you. He is now back peddling and he doesn't know what to say. Within 5 seconds you took out his main objection and now he can't use it against you. Now that you have him off guard you take another 3-5 seconds to capture his interest. You do this by telling him WHY all his neighbors have been switching:

,because of our new triple barrier system, which is a lot more effective than the old fashioned techniques.....

If you have spoken clearly confidently and with authority then at this point you would usually have the customer's interest. If for no other reason than that you have made them curious as to what this triple barrier system is and why all his neighbors are going through the hassle of canceling their services with various different companies and are switching to you. Now have created a little bit of interest and you have earned the right to take more of his time. With the 8 second inspire that's all your goal was.

When you go into an area learn to quickly figure out what you can say in that area that will get people most of the people to listen to what you have to say. Now that you have bought a little time it doesn't guarantee you of a sale, but you do have a chance. You are not there yet though, if you mess up now you are gone.

The crossover point:



After you have bought yourself a little time with the 8 second inspire you goals are to:
(1) BUILD VALUE IN THE SERVICE, MAKE THEM WANT IT EMOTIONALLY (2) BUILD VALUE IN YOU AS AN EXPERT. THE

RELATIONSHIP YOU WANT TO ESTABLISH IS THAT OF YOU AS THE TEACHER AND THEM AS THE STUDENT. Doing these two things gives you the power.

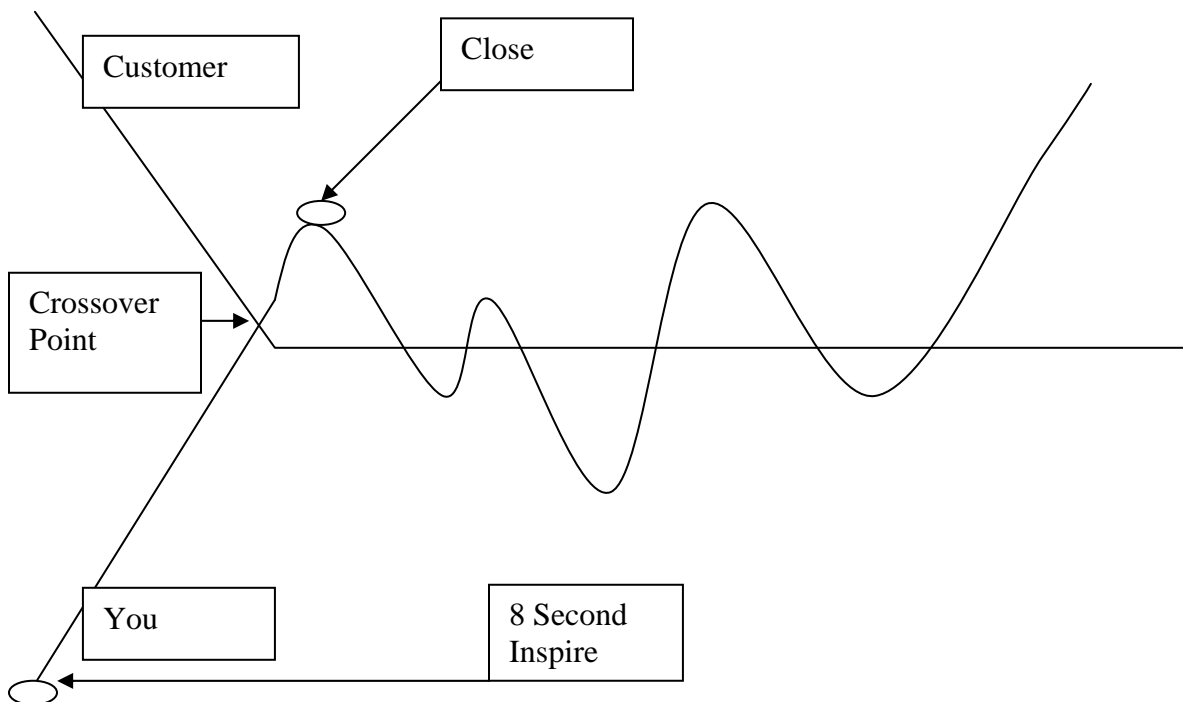
When you are just starting out you will want to throw out a “hook” to get THEM to ask you to tell them more. The most common hook is: “And, since our truck is out here already I can take well over half off.” Half off sounds good, but the question remains half off of **what?** Most people cannot resist knowing how much half off really is and so that’s why you say nothing until the question becomes unbearable to them and they have to ask. When they do this they have just given you permission to talk. You want to use this time to build value and establish yourself as the expert.

After a good 8 second inspire they will be curious, but they will be also be skeptical. They may wonder if you really are treating a bunch of their neighbors, if people really are switching to you or if you just made that up, they may be curious about the triple barrier system but in their minds they are reminding themselves to be cautious. For you to establish yourself as the expert you need to know your stuff and you need to know how to say it.

Not only do you have to sound good but you have to do it **until** their skepticism leaves and they start to trust you. It usually takes about 30-45 seconds for them to start to listen to you and to trust you (if you are keeping them engaged and you are giving them interesting information, if you mess up you are gone).

Once you pass this point you are ready to start closing. If you close before they trust you and before they want it they will NOT buy.

The close:



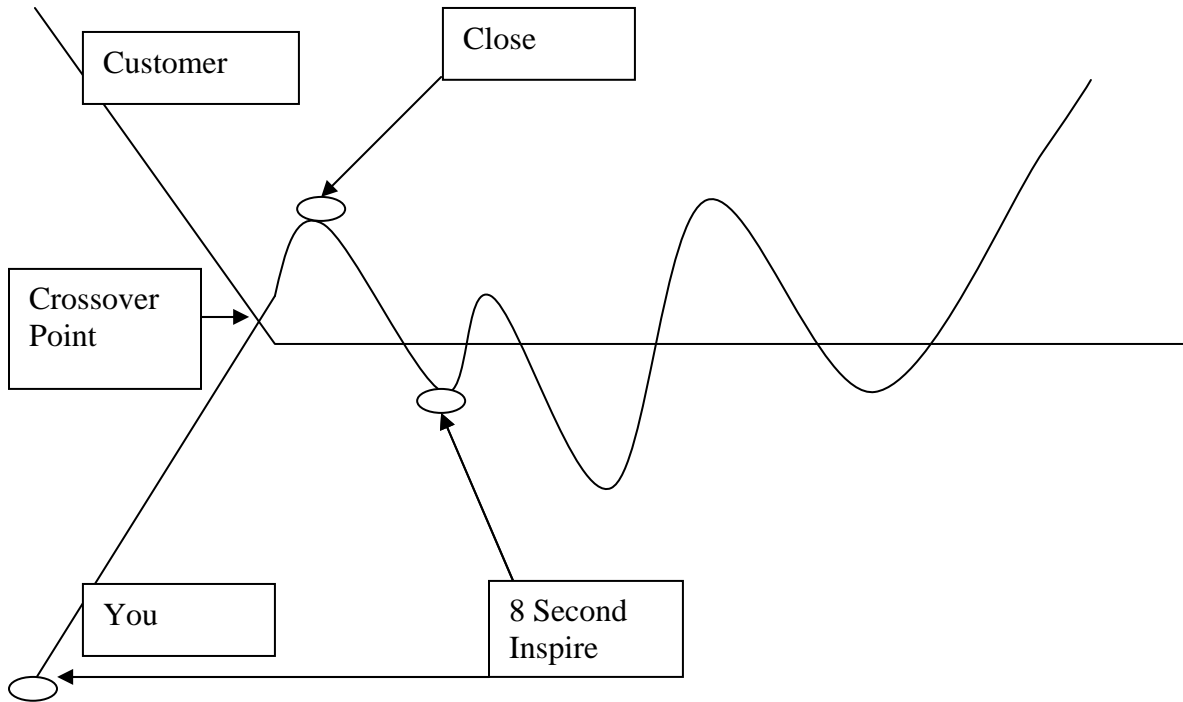
WHEN YOU CLOSE YOU WANT IT TO BE EASIER TO SAY “YES” TO YOUR OFFER THAN IT IS TO SAY “NO.” If it is not harder for them to say no than yes then don't close yet! Get to that point first. Closing before people are ready is a very common mistake made by first year reps.

The other common mistake made by newer salespeople is called “snatching defeat out of the jaws of victory.” This simply means that you had the sale, but you kept talking and you brought up new concerns. When the emotion is right you need to close, then shut up and don't talk until they do.

The art of closing is to overcome their objections without you bringing up any new ones.

If you do a very good job of establishing a need and establishing yourself as the expert to take care of their need then you will get a few people who will buy at this point, but not very many. So what you do after you close once and they tell you no is, you recover and close again. This is when selling starts. Before they say no, you are just a presenter, after they say no you become a salesman.

The recovery:



EVERY TIME YOU START TALKING YOU NEED TO: (1) EARN THE RIGHT FOR THEM TO LISTEN TO YOU TO WITH A STRONG 8 SECOND INSPIRE. (2) AFTER THAT BUILD YOUR CASE OFF THAT 8 SECOND INSPIRE. TALK UNTIL YOU HAVE THE POWER AND THE EMOTION IS RIGHT THEN CLOSE AGAIN.

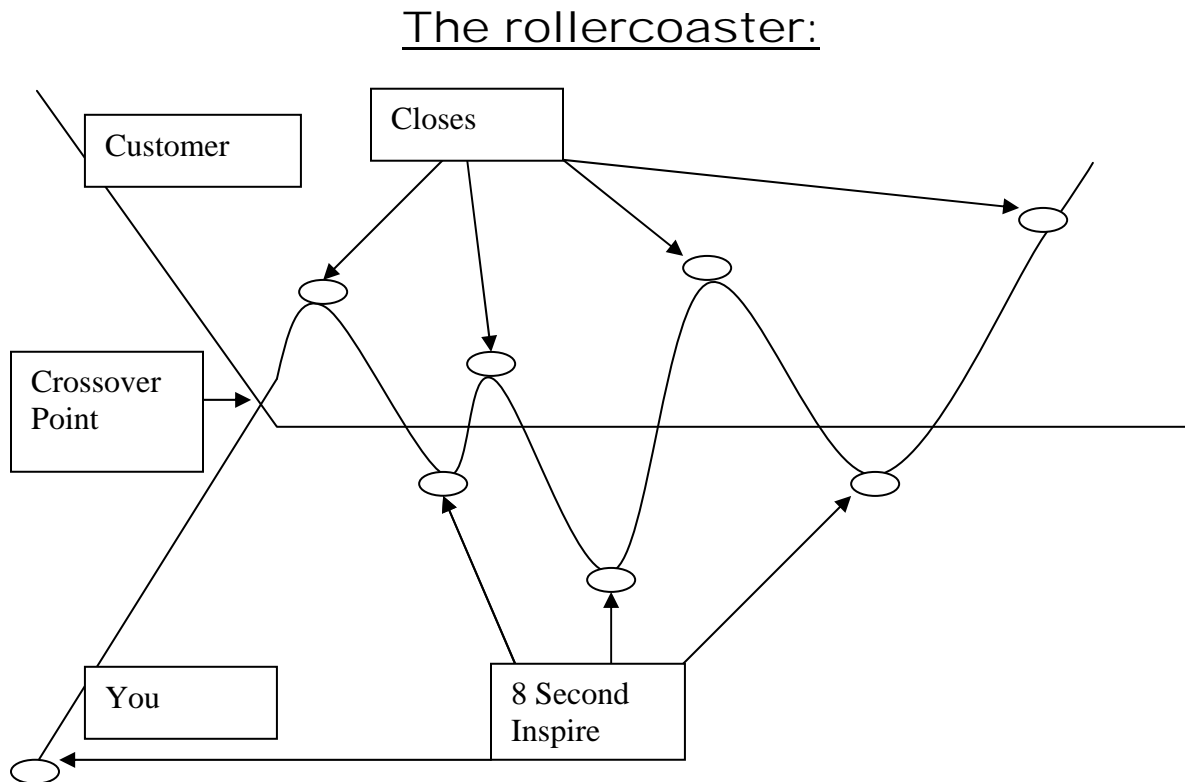
It usually won't take as long to recover your position and close as it took to establish yourself the first time. The rule is to talk until you are in a position to close and then you close. It doesn't matter if it takes you 2 seconds to get there or 2 minutes.

Look at the answers to the objections in the Conscious Competent section and you will see that is what they are designed to do. At first use them word-for-word, but as you get the hang of it then use them as a guide and focus on SPEAKING TO a customer and their needs rather than RECITING a memorized pitch.

If they do not give you an objection but just say, "No thanks," all that means is that you will have to fish out their objection. To do this, ask a question with a casual and sincere tone such as, "Oh, who are you with?" That question is assuming that they have a company (because pest control is a necessity right?) If they do have a company then they will likely tell you who they are with. If they don't they will often tell you what their real objection is. "I really don't need it because I don't have any bug problems;" or "I really don't have time right now, do you have a card?" If you can get an objection out of them

then have a chance to overcome it. The hardest objections to overcome are the unspoken ones.

All the best salespeople will close until they either make the sale or get kicked off the door. This battle looks like a rollercoaster.



TOP SALESPEOPLE GET THE MAJORITY OF THEIR SALES AFTER THEY HAVE BEEN TOLD “NO” AT LEAST 5-7 TIMES. You just need to keep going through objections one at a time. What they are trying to do is give you an excuse to kick you off their door. What they don't realize is that they are walking themselves into a corner, because every time they give you an objection you are going to turn it into a reason to buy. Pretty soon they are running out of objections and you still have answers to spare.

This process can take a long time. Sometimes you have to overcome 10,15 or more objections before they buy. Some tips on how to stay in there for the long haul are:

Make it safe: “A man convinced against his will is of the same opinion still.” You want to avoid an argument and you do not want to overpower them. You want to be in complete control, but you want them to be comfortable and to feel that they have their psychological space.

Keep them engaged and interested. If you lose them it's hard to get them back.

Read their body language: They will try to hide how their thoughts from you, but if you can see that they are not interested, you can either change the pace or the content. Or you can see that they are trying to break in and cut you off, or you can see if they are open or not.

Use proper eye contact: Keep them engaged with your eyes. It is hard not to listen to somebody looking you confidently in the eyes and communicating effectively. Look away every once in a while so that they do not feel uncomfortable. If they are trying to break in on you look away—because it is hard to talk to the back of someone’s head—and then when you have the power back, look them back in the eyes. Whenever you look away, look at something and do it for a reason. Example: point and look at the wall, the yard etc. Talk about it as you do.

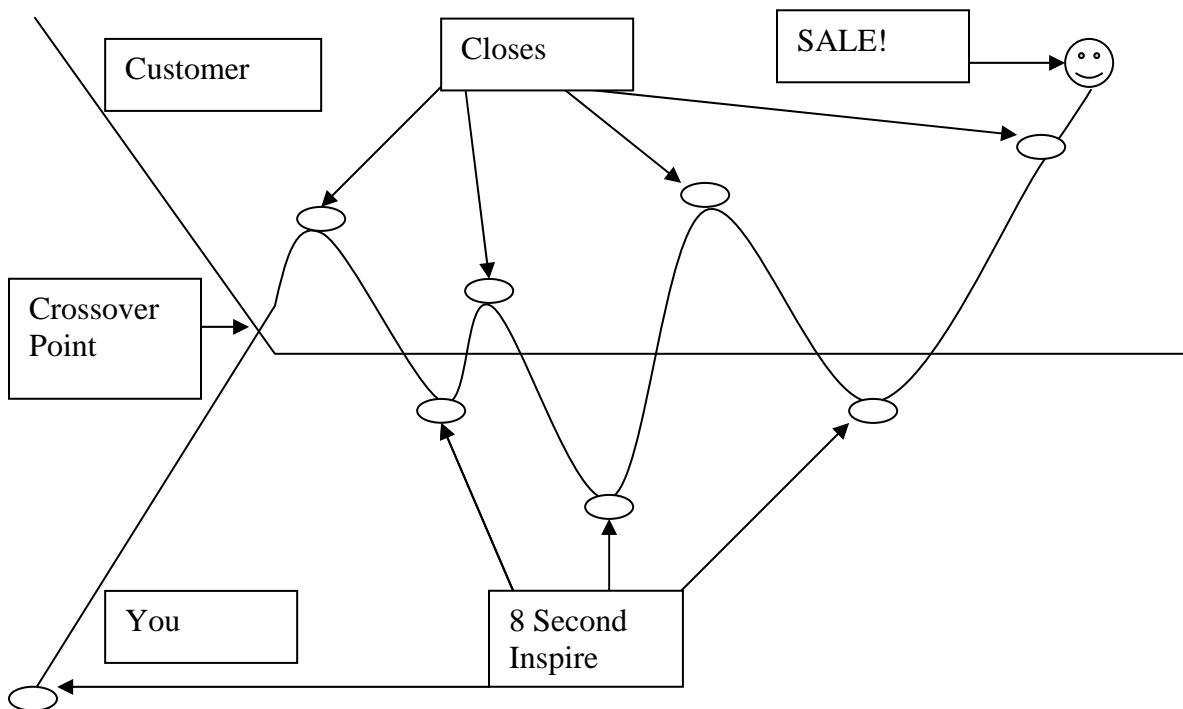
Use your body language to communicate ease and relaxation: If you are confident and relaxed they will be relaxed, if you are tense and nervous they will be nervous and will not buy. The surest way to give off good body language is to have good thoughts; always assume that they will buy and do not let any objection faze you. If you look disturbed or upset or concerned after any objection they have won.

Choose your words carefully you want them to see you as a bug guy not a salesman:

- Don’t say **contract**, instead use **agreement** or **paperwork**
- Avoid using the phrase “**sign**,” instead say “**O.K. the paperwork**,” “**authorize the agreement**,” or “**approve the form**”
- Don’t say, “I just **pitched** your neighbor,” or “I just gave a **speel** to your neighbor” instead say, “I **just came over from** John’s,” or “I **was just talking to** your neighbor”
- Don’t say “I just **sold** a bunch of your neighbors,” or “Tom **bought** from me,” instead say, “We are going to be **treating** a large group of neighbors,” or “We are **treating** Tom tomorrow...”

The paperwork:

ONCE THEY HAVE AGREED TO BUY STOP SELLING AND FILL OUT THE PAPERWORK. Do this quickly and completely and then call it into the office and get that confirmation call done. If you keep talking about bugs you can very easily bring up a new concern. Be polite, but get out of there as quickly as you can.



One day after thousands of hours of working both hard and smart; one day after knocking on tens of thousands of doors you will “all of a sudden” jump to a new level in your sales career. You did not get here “all of a sudden” like it seems you did, you got there after millions of small correct choices and millions of tiny but focused thoughts and actions that compounded. When you get to this point, sales is now second nature and you have joined a very elite group who have achieved the highest level of sales.

UNCONSCIOUSLY COMPETENT:

You have arrived! You get an objection and you don't have to think about it. The words roll off your tongue and you smoothly overcome the objection.

Aaron Seever has often said that the difference between 3 a day and 8 a day is: all those that you barely missed; now you barely get by the skin of your teeth. When you reach this level you are now in the top 4-5% of the industry.

When you get to this level you have made sales natural. It is not forced anymore. You open your mouth and things flow out in a natural easy way. This is sometimes called “finding your pest control voice” what this means is that you now speak to customers the way you speak to your friends and family when you are talking about the thing you are most excited about. You carry a spirit or a music with you to the doors. People are transformed as they talk to you; it is as if you are transferring a certain part of your personality to them. This is the level of mastery. When you reach this level in sales the world is in your hands. You can choose anything in the world and you can master it in a few years.

The big key to getting here is to work very consistently and very hard. Work as many hours as you can each week and when you are not working think about sales and bugs. Make this such a focus that this is what you dream about at night. Hard work like this breeds enthusiasm because when you spend so much time and energy you start to have breakthroughs, also called epiphanies or “aha moments!” Make pest control sales your life for the 4 summer months and you will do a lot more than earn tons of money—you will also change your life.

KNOWLEDGE

In this section we will give you some basic knowledge about Bugs and Product Application. We will also give you tips on how to learn more on your own. Knowledge brings confidence. You may not always use your knowledge to sway people, but just having that knowledge will change you. People will buy into your confidence long before they buy your service. If you believe what you are saying chances are they will too. "Sales is a transference of belief." (Harlen C. Stonecifer)

HOW TO USE YOUR KNOWLEDGE

The way you use this knowledge is to weave it into your speech in a natural and interesting way to create interest and to build value for your service. Most people you talk to will at first be standoffish and will not immediately open up to you and tell you all their bug problems. The reason for this is because they do not want to “be sold.”

To be able to be professional you have to have knowledge of a professional. This section is pretty detailed. You are not expected to have this section memorized. This information is best learned a little at a time. If you will just learn 1-2 new bits of information every day and use it on the doors to help you sell, then you will have a wealth of knowledge by the end of the summer. Learning this information will help you sell because you will be able to establish yourself as the expert by talking like an expert.

When using knowledge as a tool remember not to oversell on the effectiveness and superiority of our treatment; when people expect a miracle they are easily let down and they get upset when the technician or the sprays do not perform to the unrealistic expectations that the salesman set for them (even if it is a lot better than what they were receiving with their other company).

If you oversell you set the stage for an upset customer. Upset customers are a lot more likely to cancel. When this happens you do not get paid and you cause more of a headache for the Technicians and the Office Manager than they really need. Not only is it better for your retention for you to undersell, but when you understate, it actually sounds a lot more authoritative and professional. If you take this approach you will likely sell more too.

ONE LAST NOTE: IF YOU ARE PROMISING THE CUSTOMER ANY SPECIAL TREATMENT MAKE SURE TO WRITE IT CLEARLY ON YOUR CONTRACT AND TO HIGHLIGHT IT SO THAT THE TECHNICIAN WILL BE ABLE TO HAVE THE PROPER EQUIPMENT.

PESTS

S.O.S.

This stands for Search Out the Source. All infestations have a source. If we can, we will knock it out at the source. All pests need:

- Food
- Water or Moisture and
- Shelter

If we can find the source it makes it a lot easier to knock out the problem. We will now go over knowledge of where each pest gets its necessities, what their habits are, and other helpful knowledge you can use to establish yourself as the expert and create a need with your customers.

Ants

Types of and Characteristics of:

Fire ants are red in color and are very small. They attack as a group and when they do all the tiny bites burn like fire. They are often found in the yard in small mounds, but they also enter the home and inhabit the walls from time to time.

Carpenter ants are either solid black or they have a red-head and a black-tail. Some may also be solid yellow. They are the largest of the ants.

Size ranges from ----- to ----- (about 1/4 in to 7/8 in).

Food:

Just about anything, they prefer sweet things...

Shelter:

- A. Outside
 - Under plants
 - Under the foundation/driveway
 - In the fence
 - Under or in potted plants
 - Under water-chutes

B. Inside

- In the exterior wall
- In the wall around water pipes/Plumbing (kitchen and bathroom sinks)
- Behind the shower tile or under the tub
- Between the cabinets and the wall or under the cabinets
- In the window frame

Other Concerns:

Ants can be very difficult to control remember not to oversell

Ants are repelled by and will not cross a perimeter application of Permethrin, Cykick, Demand, and Talstar. (Contact kill and residual insecticides) If ant colonies are inside the exterior walls and are out foraging for food and we power-spray the perimeter, then the ants will be forced into the home to forage for food. The colony will not be eliminated, just driven further into the home for food.

Only 20% of the ant colony ever comes out of the nest. Sprays and contact kill pesticides will never kill the other 80% of the colony in the wall.

Sprays and contact kill pesticides will only temporarily stop ants from coming out into the location treated. Ants will either come out again when the insecticide has worn off or they will simply come out in a different location where they do not sense insecticide.

Contact kill insecticides will ruin ant bait if stored together.

Contact kill insecticides will ruin ant baits if applied in the same location.

Commonly asked Questions (to technicians not to you):

(Remember weave this information into your spiel in an interesting way to establish a need and to establish yourself as the expert)

Question: I have ants in my kitchen, where are they coming from?

Answer: Ants are a neighborhood problem. They came from the neighborhood into the yard and from there they sent out scouts who probably found out that your house was a good source of food. That's why you are seeing them in the house now.

Question: How do you get rid of ants?

Answer: The concern with ants is that only 20% of the ants ever leave the colony and so they are very hard to get rid of. Ants can also sense regular pesticides and they will avoid them. Make sure you don't spray anything on them between now and when we get our truck in the area because that will just cause them to move to a different part of the yard or just stay down until the sprays wear off. We have commercial treatments that the ants cannot sense so they will walk over it and then take it into the colony and spread it around. These sprays are called Insect Growth Regulators. They will not kill

immediately so that the foraging ants will have the chance to spread the contamination before it kills them. Outside we use Termidor and inside we use Phantom. We can also use ant baits to eliminate the colony.

Question: How safe are Insect Growth Regulators?

Answer: Insect Growth Regulators are considered low impact because they attack hormones only found in insects. Since the hormones under attack don't exist in mammals the treatment does not affect mammals in the same way. A very common example of an Insect Growth Regulator is the flea pill that veterinarians often give to dogs and cats once a month. It goes into the blood of the dog or cat without harming it, but it will affect the flea when it bites your pet.

Question: How long should I wait for the treatment to work?

Answer: It may take up to 2 days to obtain control. If you are still having a problem after that give us a call. We will be back within 48 hours of your call to take care of the problem.

Question: How do the baits work?

Answer: Different ant colonies will take different baits, we carry around several in our trucks and then we test a bait to see if they will take it up. When we have the right bait we will put a ring around the colony. The ants will pick up the baits and take them down into the colony and spread it around. It takes a couple of days for the baits to work. Call us if you are still having a problem after 2 or 3 days.

Question: It looks like I have ants coming out of my walls, where are they coming from?

Answer: Ants can establish a nest in the walls of your home because there is moisture trapped in there and they have shelter and food close by. When it gets to hot and dry for the ants outside they are even more likely to come and get established in your walls.

Centipedes

Types and Characteristics of:

House Centipedes, *Scutigera coleoptrata*:

Color: Gray to yellowish

Body: Slender 1 to 4 in long

Legs: Long and thin, 15 pairs, almost "daddy-long-leggish"

Movement: Lightning fast

Significance: Reproduces very fast and will infest homes rapidly, hence the name.

(These ones can be very hard to get rid of, like silverfish they can hide out in the insulation and other places.)

Giant Centipedes, *Scolopendra heros*

Color: Reddish, or Bluish-purple with yellow legs

Body: Thicker 1 to 8 in long

Legs: Shorter and thicker, 20+ pair

Movement: Fast

Significance: Reproduces very fast. Prefer brick homes with weep-holes. Is very aggressive and will readily bite. (This is the one on the yellow page add. They can get really big but most the ones you see will be 1-3 inches long).

Food:

Spiders and many types of insects: crickets, silverfish, pillbugs, earwigs, roaches, and even knats.

Shelter:

Inside:

- In the walls, particularly in the bathrooms, sump-pump rooms, and kitchens.
- In the basement and crawlspace, due to moisture and extra bugs.
- Behind the brick or stonework of the exterior walls. The centipedes are originally attracted to the moisture “weeping” out of the “weepholes”

Outside:

- Any moist area; mulch, grass clippings, under stones.

Other Concerns:

Centipedes can live for up to 5-6 years. Centipedes have poison jaws, which can inflict a painful bite similar to that of a wasp sting. However the large thick bluish centipede with yellow legs can inflict a much more painful wound. The bites are not life threatening. Centipedes can reproduce very rapidly; Up to 35 eggs in a matter of days.

Commonly asked questions (to technicians not to you):

(Remember weave this information into your spiel in an interesting way to establish a need and to establish yourself as the expert)

Question: “I turned on the water to my sink and a huge centipede came out of the drain. Are centipedes coming up from the sewer?”

Answer: No. Actually the centipede fell into the sink or the tub during the night. The smooth surface made it impossible for it to crawl out. So to hide the centipede went down the drain. When you turned on the water, the flood forced the centipede back out into the open.

Every sink or tub has a “water trap” under it. If you look under your sink, you’ll see the bent part of the pipe. Water remains in this trap to prevent sewer gases and pests from the sewer from climbing into your home. No known bug can or will attempt to cross this barrier (not even waterbugs, oriental roaches).

Your centipede came out of the wall, probably under the sink where the pipes exit the wall. Centipedes are night hunters. Your visitor simply fell into the sink while hunting and was trapped. We need to focus on the real problem, the centipedes in your walls.

Crickets

Types and Characteristics of:

- 1) House cricket: tan to light brown in color, common in the desert cities
- 2) Field cricket: Black, will also move into homes
- 3) Camel or Cave Cricket: ugly looks like a spider. (Many of the locals call them “spider crickets”). Common in the South, mainly in crawl spaces. Camel/Cave Crickets are very much like other crickets, only they have a humped back and live in very moist locations; basements, crawlspaces, exterior stone and brick walls. Camel Crickets often enter the home during dry weather. Once inside they will stay. They are generally not found in the desert cities.

Food:

All starchy material, for example:

- Paper expansion joints between concrete slabs
- Wall paper
- Carpet fiber
- Clothing
- Toothpaste
- Mulch and grass clippings
- The paper-product lining of sheet rock inside the wall
- Pantry food and boxes

Shelter

Interior:

- In the expansion joints between the concrete in the garage.
- In the walls of the home (they can live forever in the walls)
- Under and behind cabinets

Exterior:

- In the crack between the foundation and the dirt
- Mulch
- Under the siding
- Under rocks
- Under plant roots
- Under water spouts
- Water meter boxes

Other Concerns:

Crickets often move into homes for warmth and moisture. Once inside the walls crickets will live and breed indefinitely. They never “just go away.” In the desert cities crickets have many liters per year. Each liter contains between 200 and 700 eggs. Crickets are also the main source of food for Scorpions, Spiders and Centipedes. Large cricket populations in the home or yard will attract and swell scorpion, spider and centipede populations.

Common Cricket Questions (to technicians not to you):

(Remember weave this information into your spiel in an interesting way to establish a need and to establish yourself as the expert)

Desert Question: How come there are so many crickets in my yard?

Answer: “House Crickets” have infested every yard in the neighborhood. They thrive on the water in the yards. Every plant in the yard has a water dripper, which keeps the ground moist. Crickets burrow under your plants and live under the moist root systems. The crickets eat the plant roots. Bulwark is the only company in the valley to treat every plant within 20 feet of your home on a regular basis. Since your neighbors are not having their plants treated, you will always have new crickets migrate from the crowded untreated yards in the neighborhood. This is why we can treat your yard, but we can't stop you from seeing new crickets.

Question: What do crickets eat in the walls?

Answer: Crickets eat the paper on the back of the sheet rock, or any garbage left in the walls during construction.

Question: After Bulwark has treated my home and the crickets have disappeared can I stop the service?

Answer: This cricket problem is a neighborhood problem. If you stop the perimeter treatment, the crickets will re-enter your home. Bulwark can shield your home from the problem, but the neighborhood will always have crickets. Remember, the crickets already made it inside your home once; they can easily do it again. Furthermore large cricket populations in the yard draw spiders and scorpions into the home.

Question: How long should a customer wait after a treatment before calling us?

Answer: As long as contact kill materials were used, then the customer should see a 90% reduction in activity in 3 days. Customers are always encouraged to call if they feel they need additional help. If only baits are used (this should never happen unless requested by the customer), then control will take about 1 month. A regular perimeter treatment must be performed or else more crickets will enter the home from the neighborhood.

Question: What are the little (1mm) black droppings I find by my foundation under my J-rail?

Answer: Cricket fecal matter. Crickets infest the exterior wall through the gap between the J-rail and the foundation. The droppings often fall out of the wall. Piles are even observed in extreme cases. Droppings are often found around the foundation and in the garage.

Earwigs

Types and Characteristics of:

Earwigs are brownish to black in color and range from ¼ to 1 inch in length. On their tail earwigs have a pair of cerci, “fork prongs,” used as offensive and defensive weapons. This pest is nocturnal. They eat a wide variety of plant and animal matter as well as other insects. Earwigs are typically found in areas where they remained sheltered and easily find food.

Earwigs are nocturnal so they come out at night. They are thigmotrophic, so they prefer to have pressure on three sides of the body; they really like moist cracks and crevices. Earwigs readily enter the homes, but are rarely able to establish on infestation inside the home because there is not enough moisture. The exceptions to this are basements and crawlspaces and bathrooms. If earwigs are found in the bathrooms then they have probably infested and established around the pipes in the walls.

Food:

Shelter:

Usually stay in areas where they are sheltered and have lots of food, such as:

- Plants
- Bushes
- Thick grass against the foundation
- Mulch
- Leaf piles

Other Concerns:

Earwigs lay eggs and nest in burros under the moist earth. Females can lay batches of 50 eggs in a season. The dirt burro protects the mother earwig and offspring from an insecticide treatment. Effective treatment is not possible until the earwigs come out of the ground. The female pushes male earwigs out of the burro between February and April. Young earwigs emerge from June to September.

Commonly asked questions (to technicians not to you):

(Remember weave this information into your spiel in an interesting way to establish a need and to establish yourself as the expert)

Question: Why are you treating my basement?

Answer: Earwigs thrive in moist areas and basements are always more moist than the rest of the home. Moisture will condense on the concrete walls, especially in unfinished basements.

Question: Will the technician crawl under the house to dust my crawlspace?

Answer: No, he will use a “bazooka duster.” What he will do is open the crawlspace door and pump the duster 10-15 times, and then he will dust 2 times into the vents on the sides of the house. He used a product called Delta Dust, which is very light so it will float up and stick to the underside of the house. This dust will last at least 2-4 months in the darkness of your crawlspace.

Question: I have earwigs upstairs, what does that mean?

Answer: It means that earwigs may be in the build up in your gutters or they may be crawling across from branches touching the house. You need to clean out the gutters and trim the branches to at least 6 inches from the house. They can hang over; they just can’t touch the house.

Pillbugs/Sowbugs/Millipedes

Types and characteristics of:

All of these pests are Agricultural Pests.

Pillbugs and Sowbugs look very similar. They are about 3/8 inch long, with many tiny legs and an armadillo like black shell. They curl up into a ball when threatened. They are often referred to as rollie-pollies.

Female Millipedes lay up to 300 eggs in their lifetime, usually in moist soil. The eggs hatch into tiny “larvae” that have three pairs of legs and seven body segments. As the larvae grow and molt, they continue to add body segments, each equipped with two pair of legs. Their life cycle from egg to adult usually takes two years, although some species require up to five years.

Food:

Decaying organic matter:

- Leaves
- Grass clippings
- Mulch

Shelter:

They live in the soil

Other Concerns:

Since they live in the soil it is hard to get to them, some insecticide will not seep into the soil and when we do have the proper spray we need to use about twice as much treatment and we need to drench the foundation of the home, since that is where they live.

Sometimes when it is very wet or very dry outside these pest will migrate as a group. When this happens it is controllable, but it may take 2-3 weeks to gain full control.

Commonly asked questions (to technicians not to you):

(Remember weave this information into your speel in an interesting way to establish a need and to establish yourself as the expert)

Question: What causes these pests to come into the home?

Answer: Extreme weather will. When it is extremely dry they will come in looking for moisture, and when it is extremely wet the water table raises and they are forced to look for higher ground. They will usually not nest inside the house because they require a lot of moisture. Sometimes they will nest in crawlspaces or basements because they can be moist enough.

Question: Can the customer do anything to help the treatment work faster?

Answer: We can get it under control whether they help us or not, but if it a real heavy problem they can take these steps to help our treatment work faster:

- Edge the grass against the foundation
- Rake up all leaves within 20ft. of the home
- Insure proper drainage away from the house water chutes at the end of rainspouts
- Cut the grass to 4 inches in length
- Aerate the lawn
- Create a 12 inch plant free zone around the house

Question: Why are you treating my basement?

Answer: Earwigs thrive in moist areas and basements are always more moist than the rest of the home. Moisture will condense on the concrete walls, especially a problem in unfinished basements.

Question: Will the technician crawl under the house to dust my crawlspace?

Answer: No, he will use a “bazooka duster.” What he will do is open the crawlspace door and pump the duster 10-15 times, and then he will dust 2 times into the vents on the sides of the house. He used a product called Delta Dust, which is very light so it will float up and stick to the underside of the house. This dust will last at least 2-4 months in the darkness of your crawlspace.

Question: When is the best time to treat for millipedes, pillbugs and sowbugs?

Answer: At dusk because pests emerge from infestation sights. Day treatments also work well.

Question: Is it true that “migrations” can’t be stopped?

Answer: A skilled Bulwark Technician can stop any pest.

Question: Can a “migration” be stopped in one treatment?

Answer: Yes, but if the account is not a monthly, then we will schedule a follow up appointment treatment for 15 days later.

Question: Are millipedes poisonous?

Answer: No, some millipede species secrete a chemical that can cause irritation to human skin, while some secrete a chemical that is irritating to predators but not to humans. Millipedes will also dig molting chambers into the soil for safety; others will curl up into a ball.

Rats and Mice

Types and Characteristics of:

Bulwark treats for the following rodents: the house mouse, the Norway rat, and the roof/tree rat. The most common way to identify what type of rodent you are dealing with is by identifying the droppings. The droppings of a house mouse are rod shaped and approximately $\frac{1}{4}$ to $\frac{1}{2}$ inches long. The dropping of a Norway rat are larger, capsule shapes and $\frac{3}{4}$ to 1 inc long. The droppings of a roof rat are spindle shaped and approximately $\frac{1}{2}$ inches long. Physical characteristics of the house mouse include being small, 2-3 $\frac{1}{2}$ inches long with a pointed nose. The roof rat also has a pointed nose and ranges from 6-8 inches in length. When extended over the body, the roof rat’s tail would reach past it’s nose. The Norway rat is the largest of the rats. The Norway rat has a blunt nose, and ranges from 7-9 $\frac{1}{2}$ inches long.

Food:

- Rodents will eat just about anything but they especially like your pet’s food (bird feed, dog food, cat food.) That is what usually attracts them to the house.

Shelter:

- Mice only forge 20 ft. from the nest. Traps must be within 20 feet to be effective. If you find mouse droppings, then you know you are in the radius.
- Rats will forge 100 ft. from the nest.
- Mice will sometimes live in pet food bags or any other bag that they can get in.

Moisture:

- Mice can obtain water from foodstuffs and do not need to drink every day.
- Rats need to drink water every day. You should attempt to find places where they are drinking. Place baits and traps near this location.

Other Concerns:

- Mice can fit through a hole the size of a dime
- Rats can fit through a hole the size of a quarter
- Rats will not come near a trap or poison if the human scent is still present (about two weeks). You should wear gloves when placing the trap so as to avoid leaving human scent.
- Always wear gloves when handling dead rodents.
- Always make sure that children, dogs, and cats cannot access poison or traps. Use and secure Bait Boxes.
- **Do not bait with poison inside the home unless approved by a service manager.**
- Bait will **not** cause rodents to go outside for moisture. If the rodent is baited inside the home, then it will die inside the home.
- Dead rats inside the wall will smell for 2-4 weeks. Dead mice smell for about one week.
- Most rodent poisons are anticoagulants. Anticoagulants kill rodents through internal bleeding. The high level of nutrients found in dog food block the thinning effects of the anticoagulants. We need to explain that the nutrients in dog food make it impossible to poison rodents.
- Do not disturb or touch rodent droppings. Homeowners should wear gloves and a very wet towel to clean up droppings. Dust from rodent droppings can carry the Hantavirus. Wear a (HEPA) respirator in infested attics, crawlspaces, barns and sheds if dust exists.

Commonly asked Questions (to technicians not to you):

(Remember weave this information into your spiel in an interesting way to establish a need and to establish yourself as the expert)

Question: Do you use chemicals to kill rodents?

Answer: Chemicals are the last resort for mice and rats. We first want to lay down glue boards, snap-traps, or trappers. We place our equipment along the walls or studs in areas where droppings have been found in a place that is not accessible to children or pets.

Questions: Can my dog or cat get into the rodent bait?

Answer: We place exterior bait boxes in areas not accessible to pets or children.

Question: Do you put bait boxes indoors?

Answer: When necessary bait boxes can be used on the interior. Management approval is required for interior baiting. We hesitate to do that because target rodents may die inside the home. We always lay our traps against the walls and in corners. Rodents walk along walls and hide in corners. We always record the location of the bait box on the service ticket for you. Be aware if they do die in the walls then a dead mouse will smell for about one week, rats will smell for 2-4 weeks,

Roaches

Types and Characteristics of:

In almost every instance you will encounter one of four different species of roaches. All house infesting species of roaches are thigmotrophic (prefers pressure on all sides of the body at all times), eat similar diets. Identification of specie is not as important as proper treatment. Brown Banded Cockroach's are the only exception.

The Brown Banded Cockroach is unique in its living habits. Often mistaken for the German Cockroach, the brown banded cockroach lacks the two dark strips on the prothorax(head area) found on the German Cockroach.

Unique Characteristics of Brown Banded Cockroaches

- Does not require damp environments like the German Cockroach does.
- The Brown Banded Cockroach is found throughout the home.92 % of the time it is found on the upper-highest third of the walls.
- The only smaller roach to" glue" its egg sacks to the surfaces of:

A: Shelves in closets

B: Picture frames

C: Tables, desks, other furniture

D: Behind A-C vents and under lights on the ceilings

E: Under kitchen chairs and tables, in the braces

F: Beds, they are the most common roach found in the bedroom.

The American Cockroach is the largest. It is about 1.5 inches long and is sometimes called a " Palmetto bug ", " water roach ", " sewer roach ", or, " Bombay Canary ". The adult wings are usually longer than the body. It will fly to lights in the summer. However, it more commonly lives in sewers and storm drain systems (especially in the desert cities). In desert cities, this roach will commonly move from the dehydrating storm drain systems into yards to find moisture under the plants and rocks. Desert plants have water drippers. The "Drip Systems" make yards perfect breeding grounds for American Roaches. American Roaches often infest from the yard up under the J-rail and into the homes.

The Oriental Cockroach is the second largest. It is about 1 inch long and very dark brown. The Oriental Roach is also called a 'water bug' or 'sewer roach'. Some people call Oriental Roaches 'black beetles'. The extremely dark females have very short wings and look like Beetles. However, the males do appear lighter and have wings a little less than the length of the body. these roaches are often found in basements, sewers, and storm drain systems. Like the American roach, the Oriental Cockroach will move from storm drains into yards and then into homes.

The German cockroach is smaller, typically about 5/8 inch. Light colored streaks are a evident extending from head to tail. German Roaches prefer warm damp areas like the kitchen and bathrooms and usually cannot survive in other parts of the house.

Food:

Just about anything. The baby roaches will eat their parents' feces because it is already broken down so that they can digest it.

Shelter:

Cockroaches are thigmotrophic (they like pressure on three sides of the body.)

- In the corner of cabinets
- On pipes
- Behind the electrical outlets above the countertops
- Under the cabinet overhang, down by the kick-plate
- *Brown Banded Cockroaches only:*
 - Under chairs and tables
 - Behind pictures
 - They live mostly on the highest third of the room but they are found on the lower part of the room as well.
 - Behind pictures
 - On top of doorframes, out of sight
 - Behind electrical outlets
 - Behind A/C vents
 - Under furniture

Other Concerns:

Caution: Place baits out of sight and reach of pets and children. Do not put anything but Niban by the baseboard or under the lip of the carpet or pets will tear up the carpet to get to the baits.

Commonly asked Questions (to technicians not to you):

(Remember weave this information into your speel in an interesting way to establish a need and to establish yourself as the expert)

Question: How long should the customer wait for the treatment to work?

Answer: If only baiting was used, then an 80% reduction should be seen within 48 hours. A few roaches may be seen for up to three months. Please instruct the customer to call us with any problems after 2 days. If a crack and crevice treatment was performed, then a 98% reduction should be seen after 6-12 hours (Residual insecticides should be placed where baits are not so that they do not taint the bait).

Under all treatment method 100% control is not possible for many months. Because hidden cockroaches, deep in the walls, are not affected immediately by our product. Furthermore egg sacks laid deep in the wall may persist for many months after our initial treatment. It is important to let the customer know that if they see any more roaches after 3 days, then they should give us a call.

Question: Once the customer does not see any Roaches are they gone?

Answer: After many months of treatments the roaches should no longer be in the home. However, we do not recommend discontinuing the service. The roaches got in once and they can do it again just as easily.

Question: Do roaches come up the drain in residential homes?

Answer: NO, actually no pest can come up from normal residential drains. Every sink/tub drain has a “water trap” under it. If you look at your sink, you’ll see the “bent” part of the pipe. Water remains in this “trap” to prevent sewer gases and pests from climbing into your home. No known bug can or will attempt to cross this water barrier (not even waterbugs, oriental roaches.)

The Roaches are actually living in the wall behind your sink and enter your drains at night for the moisture. The smooth surface of your sink makes it impossible for all but the German Roaches to crawl out. So in order to hide, the roaches crawl further into the drain. When you turn on your water, the flood forces the roaches back out into the open. The German Roaches will actually enter the “over flow whole/drain” in the sinks and breed where water does not normally flow. It is important to understand that the roaches did not come from the drain, but from an infestation already in the bathroom.

Question: Do roaches go away in the winter?

Answer: No, it’s about 78 degrees in your walls all year long.

Question: If the customer is cleaner, will the roaches go away?

Answer: No, it is impossible to eliminate roaches by cleanliness. Roaches can live off of: human/pet dander, wallpaper, specs of grease, and food particles so small that the cleanliness of the homeowner will not cause or solve the problem. Chemical treatment is the only answer.

Question: Where do you put your Gels?

Answer: When we are placing Gel we put multiple small beads out of sight in the corners. Bait effectiveness is determined by the insects’ ability to find it. Since roaches are thigmotropic they will find it in those spots. A small dot of bait is enough to poison hundreds of roaches. Gel bait placement should be about this size:



Question: Where do you put your baits?

Answer: When we use granular baits we place all bait in small piles out of sight. Bait effectiveness is determined by the insects’ ability to find it. Since roaches are thigmotropic they will go stay out of sight, also that way your pets cannot get at the baits. A pea-size pile of granular bait is enough to poison hundreds of roaches.

Question for Desert Cities: Other than the powerspray, what else do you do in the yard for roaches?

Answer:

- A. We power spray all palm trees within 15 feet of the home
- B. We power spray water meter box
- C. We granulate all plants within 15 feet of home using Talstar, Delta granular, or Viper

Question: Does your technician crawl under the house?

Answer: DO NOT promise your customers that the technician will crawl under the house, they usually don't because of exposure to product. When they do it is with all the proper equipment. The way to sell the crawlspace treatment is to tell them that the technician will come out with a "Bazooka Duster" and he will open up the crawlspace entrance and pump it 10-15 times. As he does the Delta Dust which is very light and it will float out and stick to the walls of the crawlspace and to the underside of the house. He will then go around the house to the vents and will pump it 2 times into each vent. Delta Dust has a 2-4 month residual, possibly longer in the dark.

Question: I only see a roach every once in awhile when I turn the light on at night, I don't need a service do I?

Answer: If you are seeing roaches at all then you have an infestation that needs to be taken care of. Roaches are thigmotropic (they prefer to have pressure on three sides of their bodies) they are also nocturnal. That means that they won't come out until late at night. If we wait too long what is likely to happen is that you can get an infestation so bad that there is not enough room in the walls to contain them all. If that happens then you will see roaches not just at night but even during the day.

Scorpions

Food:

Spiders and many types of insects: Crickets, silverfish, pillbugs, earwigs, roaches, etc.

Shelter:

- Cabinet voids
- Voids surrounding pipes leading to washers, sinks, toilets
- Voids under appliances
- Attic voids
- Wall Voids,
- In couches
- Under carpet
- In bedding or in cribs

Other Concerns:

Scorpions can enter your home through the weep holes or the J-rail because they sense the moisture escaping, once in the home they can live 10-15 years in the walls.

Scorpions may lie dormant without water and food for many months. We won't be able to kill hidden scorpions until they become active and move into a treatable location. Furthermore, scorpions could be in the interior of the home, like in couches or under carpet.

Scorpions live 5-7 days after crossing a dried treatment

Plants that homeowners bring into their yards are often grown in nurseries infested with ants, roaches, crickets and very frequently scorpions.

Female scorpions give birth to an average of 30 live baby scorpions once or twice per year. The baby scorpions crawl up on their mothers back after birth. The baby scorpions live on their mothers back for up to two months. One pregnant scorpion inside the wall will cause a total infestation, as the 30 siblings will breed with each other inside the walls.

Commonly asked Questions (to technicians not to you):

(Remember weave this information into your spiel in an interesting way to establish a need and to establish yourself as the expert)

Do you guarantee that I will never see a scorpion?

How come I found a live scorpion within a week of spraying?

- We guarantee that our treatment kills scorpions. We guarantee that after a period of treatment we can destroy all scorpions on your property. We guarantee that when you see scorpions we will come right back out to treat within 48 hours of your call.
- We cannot guarantee that you will not see scorpions after the first treatment.

Here is why:

- Scorpions moved into your home before we started treating. They can be in locations we can't access at the time of treatment. Scorpions may lie dormant without water and food for many months. We won't be able to kill hidden scorpions until they become active and move into a treatable location. Furthermore, scorpions could be in the interior of the home, like in couches or under carpet. Eventually our treatments will kill these scorpions when they come out, but not until then.
 - Explanation: when you are sick with bronchitis you go to the doctor and the doctor prescribes an antibiotic. The antibiotic will kill all bacteria. However you must take the antibiotic for 10 days

in order to kill all of the bacteria. It is a treatment program. Treating scorpions is very similar, only your house won't swallow a pill. We will have to come back on a regular basis and treat the infestation as the dormant scorpions and baby scorpions come out. It's treatment program.

- Scorpions come out when they are dieing. Scorpions are nocturnal and usually never come out of cracks during the day. However, scorpions affected by a treatment will come out because they are losing their natural instincts. They are delirious.
- Scorpions live 5-7days after crossing a dried treatment. If the scorpion is treated directly it dies quicker, but most scorpions hide until many days after the treatment.
 - For example: Let us say that we sprayed an infested house on the 5th of June. We would kill all the active scorpions within a few hours of the dusk on June 5th. However, a scorpion can crawl from the yard, cross the front porch, and under the front door the night of the 26th, The scorpion crossed the foundation barrier we laid down on the 5th. It will die in no less than 7days. However, it can walk around the homeowners house for 7 days until it dies.

If I have scorpions and you do your treatment, what can I expect?

It depends on the type and intensity of the infestation present. However, here are some basic guidelines.

1. A slight increase in scorpion activity within the first 7 days of the first 2 treatments. The treatment causes them to ignore their natural instincts to hide. They are dieing. Even though dieing scorpions can move quickly, they tend not to sting. They are just not themselves.

2. Many new homes (less than 4 months old) never see scorpions again as long as they keep the exterior barrier up. The monthly barrier keeps the neighborhood scorpion problem out of their yard and home.

3. After the initial 7 day period, scorpion sightings should drop by 80%. Scorpions will continue to emerge from dormancy for up to 12 months. However, as long as we maintain the monthly protection on the outside of your home, you will constantly see fewer. The further you move away from the initial treatment start date the less likely a scorpion will show up. Please call at any time in the treatment for free extra service.

4. You will see no more scorpions after two years of treatment. This is only if you: (1) Call us any time a live scorpion is sighted in the home during the first year and (2) you continue the monthly treatments to prevent the neighborhood scorpion problem from reentering your yard. Additionally, construction around your home will stir up new invasions. Please call Bulwark for extra treatments before large construction projects around your home begin.

How come I still see scorpions on my fence line?

Answer: Scorpions have infested the entire neighborhood. Other pest control companies only treat outside along the home's foundation. This means that scorpions have infested many of your neighbors' yards. Bulwark treats a 20 ft. barrier in your yard, but we can't prevent scorpions from your neighbors yard moving onto your fence. Especially since scorpions can live for 5-7 days after crossing a treatment. While you can't stop scorpions from appearing on your fence, scorpions cannot make it past our 20 foot barrier into your house. If you would like us to spray your fence every time we come out, then we need to charge you a material charge of \$10. This only covers some of the additional cost in chemical.

Are the scorpions dangerous?

Answer: All scorpions will sting. There are many types of scorpions and most are no more painful than a wasp sting. However, some people do have an allergic reaction to the venom. If you are stung, you may test the suspected sting site by tapping it with a finger. If a burning sensation occurs, then it probably is a scorpion sting.

AZ and Las Vegas: Striped Bark Scorpions "C. Sculpturatus" can be life threatening.

"Anyone stung by a scorpion in Arizona should contact the poison control center for advice and medical attention." Bark scorpions are usually not deadly. Major medical centers have scorpion antivenin.

Where do scorpions come from?

Desert answer:

1. When you have a housing subdivision in a very dry, Non-agricultural environment the scorpions live in the desert. The homeowner did two things to attract scorpions.
 - a. First you brought plants into the yard. These plants are often grown in nurseries infested with ants, roaches, crickets and very frequently scorpions. The scorpions came with the dry plants.
 - b. Second, you are adding water to the desert when you water your plants in the yard. Water in desert cities creates a tropical environment, an oasis. Bug populations, especially crickets, soar with the added water. Scorpions feed on these bugs. More water = more food = more scorpions.

2. Flood Irrigation (AZ): Properties with flood irrigation are especially infested with scorpions. The many years of excess water, especially in the Orange Groves, creates roach/cricket environments. Rotting fruit falling from the trees further increases the insect population. Scorpions thrive on roaches and crickets. In about 3-5 years, unnaturally large scorpion populations develop in these conditions. Homes built near or on agricultural areas always face these challenges.

Texas Answer:

Scorpions are part of the "Texas Hill Country" environment. They thrive on insects which feed on the grasses of Texas (crickets, earwigs, etc.). The water

homeowners use to water their yards draw out scorpions from the drier hill country environment. The moisture escaping the homes' weep holes draws the scorpions into the homes. See the next two questions for more information.

How did my home become infested?

Answer: Female scorpions give birth to an average of 30 live baby scorpions once or twice per year. The baby scorpions crawl up on their mothers back after birth. The baby scorpions live on their mothers back for up to two months. One pregnant scorpion inside the wall will cause a total infestation, as the 30 siblings will breed with each other inside the walls.

How come scorpions infest my brick, rock, and or stucco home?

Answer: Moisture condenses inside the interior walls of a home due to the temperature difference between the inside and the outside of the home. A good example of condensation is how a cold soda can "sweats" on a hot summer day. Weep (to cry) holes and J-rails are designed to allow the moisture to escape the brick, stone or stucco walls. This escaping moisture attracts bugs and scorpions. Once scorpions enter the exterior wall via the J-rail and or weep hole, they can live and breed inside the walls for decades.

What can a homeowner do to avoid being stung?

Malis Handbook page 1050:

"Individuals living in scorpion-infested areas should observe some simple precautions. Objects should be picked up carefully and inspected on the underside. Also, shoes and clothing should be shaken vigorously before wearing"

Caution for babies: The legs of a crib should be placed in glass mason jars since scorpions cannot climb glass. Beds should be moved at least 2 inches from the walls. The crib decorative skirt should be removed. The crib should not be under recessed lighting or an A/C vent. Check the sheets before laying the baby down.

Beds: Beds should be moved at least 2 inches from the walls. The bed decorative skirt should be removed. The bed should not be under recessed lighting or an A/C vent. Check the sheets before crawling in.

Moisture attracts scorpions into homes. Scorpions find harborage (hiding/living spaces) around homes under firewood, lumber, bricks, brush, rock, palm trees etc. Scorpions move into homes through weepholes, poorly sealed doors, tree limbs touching the homes and attic ventilation ducts. Once inside the walls they can live and breed for 10-15 years. Scorpions eventually find their way into the interior of the home through openings around electrical outlets, vents, poorly sealed pipes in the bathrooms and kitchens, and even through the attic A/C and electrical ductwork.

Question: Can you get rid of the scorpions by non-chemical means?

Answer: We can control scorpions using chemical treatments even if the customer does not assist with non-chemical prevention. The customer can help by eliminating scorpion harborage, like overgrown bushes and trees against the house. Show the customer doors and interior pipes that are poorly sealed so that they can seal them. If it is a very bad scorpion area we will seal them ourselves. However since the scorpions have already infested your walls we need to use chemical treatments to get them under control. They may lie dormant for many months without food or water so we must do regular chemical treatments to them all. If we do not use chemicals you will always have scorpions because scorpions can live 10-15 years in the walls and a female scorpion will lay about 30 live babies once or twice a year. Until we eradicate them they will always be a problem.

Question: After Bulwark gets rid of my scorpions can I stop the treatment?

Answer: : This scorpion problem is a neighborhood problem. If you stop the perimeter treatment, the scorpions will re-enter your home. Bulwark can shield your home from the problem, but the neighborhood will always have scorpions. Remember, the scorpions already made it inside your home once; they can easily do it again.

Question: Other than chemical treatments what can be done to keep the scorpions from re-entering the home?

Answer: Because scorpions have so many ways to get into your home you always want to keep up your perimeter barrier, however in addition to chemicals we can do several things:

- **Copper/Mesh “stuffit”?** We can put a copper mesh over any open weep holes on the exterior of the building. Be careful not to pack the weep holes too tight. The screen should expand so no scorpion can enter but it should be loose enough to let an ant in.
- **We can also use Glue Boards:** Small Rodent glue boards, called monitoring stations, can be placed in hidden corners throughout an infested home. The glue boards will physically capture scorpions moving along the edge of the room. Cats also like glue boards.
Good locations for the glue boards are:
 - (1) Corners of the garage, especially in the corner closest to the garage door.
 - (2) Under washers and dryers in the laundry room.
 - (3) Under or beside the dishwasher
 - (4) Under or beside the refrigerator
- **Door Threshold Check:** Scorpions need a gap the width of a credit card, 1/16th of an inch, to enter. Check doors to make sure that there is no light coming in under the door. Do this by turning off all the lights in the entryway of the home. Next get down on your knees and look to see if you can see any light coming in from the outside. If you can, show the homeowner and ask him or her to fix the problem. Explain to the customer that a scorpion can live 7 days after crossing our treatment. If the door to the home is not sealed properly, then the scorpion may still enter the home before it dies. Furthermore, the homeowner will save heating and cooling costs by better fitting the door.

- A/C Ductwork Seal: Scorpions sometimes move into attics and live along the exterior of the A/C Ductwork. However, the vents where the A/C flows out of the Ductwork and into the home are not sealed to the ductwork. The vent is fixed to the wall with a couple of screws. Upon removing the vent, one sees a duct. Most ducts are not “sealed” to the sheet rock. We can “seal” the duct to the sheet rock with calk or with A/C tape. The seal prevents scorpions from exiting the attic through the gap between the ducts and the sheet rock.
- Light fixtures can also be sealed to the ceiling using clear caulk. You will have customers find scorpions in their light fixtures. The scorpions enter the light fixture via the wires from the attic.
- Scorpion Total Home Seal: This process is not outlined here, as it is a unique treatment. For more information contact Todd Martin.

Question: I have scorpions all over my yard; can you do more than the 6 foot barrier around my house?

Answer: If scorpion problems are really bad we can do the 25/25 treatment. Scorpions usually live under debris, “rocks, mulch and vegetation.” What we do is we spray a 25 ft barrier using approximately 25-35 gallons Talstar. The volume is increased to “flood” the scorpions out. Scorpions are nocturnal; apply this treatment at dusk for maximum effect. This tactic has been tested, and will destroy the scorpion population in any yard. Be sure to tell the customer that they may see an increase in scorpion activity over the next 7 days.

Silverfish and Firebrats

Types and Characteristics of:

Customers will often confuse silverfish with earwigs. Silverfish are light grey to silver colored insects between $\frac{1}{2}$ to $\frac{3}{4}$ inch in length. They have three long tail-like appendages arising from the tip of the abdomen and have two very long antennae. Silverfish are “thigmotropic”, meaning that they prefer pressure on three sides of their bodies. Silverfish are nocturnal. Firebrats are in the same family as earwigs, their appearance is almost identical and the treatment for both is the same.

Food:

Materials high in starch, which includes:

- Toothpastes
- glue in wallpaper and bookbinding
- pantyhose
- cardboard boxes
- cotton material

- cereal

Shelter:

- Corners inside cabinets
- Corners of room
- Corners of the garage
- Cracks and crevices by carpet
- Behind the baseboards

Other Concerns:

Silverfish will come in for the moisture and then they will stay indefinitely, they will not “just go away.” They can live for up to seven years in the walls eating the starchy material that they find there and they will attract the arachnids and predators such as Scorpions, Spiders and Centipedes.

Commonly asked Questions (to technicians not to you):

(Remember weave this information into your speel in an interesting way to establish a need and to establish yourself as the expert)

Question: How long should the customer wait to let a treatment work before calling us?

Answer: As long as contact kill materials were used, then the customer should see a 90% reduction in activity in 3 days. Customers are always encouraged to call us if they feel they need additional help. If only baits were used, then control will take about 1 month.

A regular perimeter treatment must be perfomed or else more silverfish will enter the homes from the neighborhood.

Question: Where do silverfish come from?

Answer: Silverfish live both inside and outside. Outside they live in: (1) Yards where plants and water are found, (2) Storm drains/Sewer Systems, (3) Tree bark, (4) Decaying organic matter like leaves and mulch. Inside they live in walls or behind cabinets. They sometimes infest the attic. They have infested attics in Arizona with an average temperature of 130 degrees and an average humidity of 15%. Usually attic treatment is not necessary. If a customer asks us to do a treatment, then we should do it. We should not attempt to talk them out of it.

Question: Will silverfish just go away if I wait them out?

Answer: No because silverfish find your home as cozy as you do. The home is a perfect environment for silverfish. Silverfish live 3-8 years, breed rapidly, and can eat many things in your home. Most silverfish never come out into the open so trapping or just smashing the ones that you see will never root out the source of infestations. Someone must treat inside your walls to eliminate them at their source.

Question: After Bulwark has treated my home and the silverfish disappear, can I stop?

Answer: The silverfish problem is a neighborhood problem. If you stop the perimeter treatment, the silverfish will just re-enter your home. Bulwark can shield your home

from the problem, but the neighborhood will always have silverfish. Remember, the silverfish already made it inside your home once; they can easily do it again.

Question: Why do new homes have silverfish infestations?

Answer: Silverfish often come in during construction on sheetrock or with contractors. The new wood used to build the home may not yet be fully dried. The excess moisture creates a perfect breeding environment inside the walls for the silverfish population.

Question: Why do I see silverfish in the upper corners of the room?

Answer: Silverfish are thigmotrophic, that means they like pressure on three sides of the body, they are also nocturnal. They prefer to hide in the cracks and not be seen. However silverfish sometimes come out of cracks around they light fixtures or the A/C vents and don't know how to get back in. They often crawl to the corner or edge of the ceiling in order to hide the best they can. It's just a lost soul.

Question: What do silverfish eat?

Answer: Starches and proteins: Paper, linen, rayon, cotton, lisle, carpets made with viscose rayon, glue, book bindings, soap scum, hair, pet dander, tooth paste, mold, fungus, and just about anything in the pantry.

Question: How long can silverfish live without food?

Answer: 300 days, they don't need to drink water; they get moisture from food they eat.

Question: How long do silverfish live?

Answer: From 3-8 years

Question: How fast do silverfish reproduce?

Answer: Females lay 20-50 eggs about every 60 days, 1,000-3,000 offspring in a lifetime.

Spiders

Types and Characteristics of:

Identification of spiders is not near as important as comforting the customers that our spider treatment will solve their problem. With more than 3,000 common species of spiders in the U.S., it will take a long time to learn and identify them all. Almost all spiders can bite people, but seldom do. Only a few are considered dangerous to humans. These are the Brown Recluse, the Black Widow, the Brown Widow, the Yellow Sack Spider, and the Hobo Spider.

Food:

Spiders are predators they will eat other pests like: crickets, earwigs, silverfish, pill bugs, etc.

Shelter:

Spiders are the predators of insects. They are not concerned with hiding from other bugs, their main concerns are people and birds. Spiders are usually found in the corners because that is where the other bugs are hiding. They are also often found in crawlspaces and basements.

Other Concerns:

Spiders are also very difficult to control, many companies have a very hard time controlling them, but with our advanced treatments we can control them, however it may take several months to get complete control.

There is no product that can kill the egg before it hatches so we may kill all the active spiders, but when the sprays wear off in cities where we do between bi-monthly treatments then the eggs can hatch and tiny spiders can invade the home. That's why it's so important for customers to call us when they have a problem. Tell the customer that we CAN control their bugs, but we need their cooperation.

Commonly asked questions (to technicians not to you):

(Remember weave this information into your spiel in an interesting way to establish a need and to establish yourself as the expert)

Question: For years nobody has been able to get rid of my spider problem, it just comes and goes. What makes you so confident that you can get rid of it?

Answer: Spiders are hard to control and it does take time but with your cooperation we can the problem under control. We have an innovative triple barrier system that attacks where the pests are coming from. The first barrier is in the house. Traditional companies will come out and squirt down the baseboard, which only kills the spiders that come out of the walls. We do an in wall treatment so that we can get actually get rid of the problem at its source, instead of just keeping them trapped in there.

The next barrier is around the base of the home. Traditionally pest control companies will come out with a pump can and squirt a couple of inches around your foundation, but we will set up a 5 foot barrier. This way it is a whole lot harder for any spiders to make their way back up into the home.

The last, the most important and the most neglected by other companies is the barrier out in the yard. We treat your flower beds and the mulch areas which is where most of your spiders, and roaches and other invaders come from. We not only kill the spiders that you are seeing out in the open but we also knock them out at their source.

Question: I don't have any bug problems, just a few spiders here and there, I don't really need pest control do I?

Answer: If you have spiders inside your house that means that you have already waited too long to start a pest control service. Spiders, scorpions and centipedes are all predators. They eat insects; you will not have spiders in the house unless there are a lot

of bugs in the wall for them to eat. We need to get our truck out here as soon as possible so that we can take care of that.

Question: Where do spiders live?

Answer: Spiders are predators; they set up webs any place that gives them access to the most bugs. They live near bug breeding grounds and also along insect migrating paths. You know that when the insects are migrating into the house because when you see spiders next to the house, by the weep holes, along the siding and other entrance points. They are very common in corners, by weep holes, in crawlspaces, behind cupboards, etc.

Question: Can you guarantee that I will never see a spider again?

Answer: We can guarantee that our treatment kills spiders. We guarantee that after a period of treatment we will get the perimeter of your house under control. We guarantee that when you see spiders we will come right back out to retreat in 48 hours of your call. We can not guarantee that you will never see a spider again. The reason that we cannot guarantee that is because spider travel through the air in a process called “spider ballooning.” What this means is that they spin a very fine web and attach it to a tree or another object and then they ride the wind until they hit something (like your house.) Then they set up a web on or in your house.

Question: Is there anything that can be done to minimize “spider balloning”?

Answer: Yes if spiders problems persist we will spray your eaves and overhangs to stop the spiders that are coming into your home by way of the roof. And then if that doesn't do it, we may have to dust your attic too. Like I said call us if you have any problems.

Question for cities where we do bi-monthly treatments: Why do I see a bunch of little spiders about a month after your service?

Answer: Since our sprays are encapsulated, they will last a little longer than a month and they will kill any spider or insect that crosses the barrier that whole time, however there is no know spray that will kill the eggs before they hatch. So what is happening is the eggs are hatching after the sprays wear off. Call us at the first sign of problems and we will come out within 48 hours to treat again. After a time of service we will have all the problem under control.

Question: When Bulwark gets my spider problem under control can I discontinue the service?

Answer: The spider problem is a neighborhood problem. If you stop the perimeter treatment, the spiders will just re-enter your home. Bulwark can shield your home from the problem, but the neighborhood will always have spiders. Remember, the spiders already made it inside your home once; they can easily do it again.

Question: Are spiders insects?

Answer: Scorpions and spiders are not insects—they are arachnids.

PRODUCTS AND APPLICATION

One of the best ways to sell what we do is to tell the story of the first treatment. Here it is in dry facts. Learn it well enough to be able to tell it to your customers, usually in an overview fashion, but if necessary you should be able to you can get real specific as an expert—and you should be able to tell it in a way that flows, and is interesting...

Standard Initial Service

*In addition to the Standard Initial service, look for a specific highlighted pest with a color marker. If a pest is highlighted, then do a standard initial service **Plus a callback treatment for the specific listed pest**. See treatment guide for advice on how to treat specifically for a certain pest.*

Examples:

- *If interior Ants are problem do the standard interior plus a phantom treatment inside.*
- *If Termidor is highlighted, then do a full Termidor/phantom treatment and don't power-spray.*
- *If silverfish are highlighted, place Niban in the outlets instead of dust and do a "corner treatment" as well. Please see treatment guide for full description.*

Initial Interior treatment Please take off your shoes for all inside work.

A. In-wall

- *All accessible electrical plates on the first floor exterior walls. If the customer requests more then please do more.*
- *Two electrical plates by each sink*

MATERIALS

Standard Start:

Boric Acid

EcoPCO D

Delta Dust

Applicator: *Power Puff or Bellow hand duster for EcoPCO D*

Special Infestations: Roaches, Ants, Silverfish

Place these baits in the wall instead of dusts:

- *Maxforce Fine Granular Insect bait*
- *Niban Fine Granular*
- *Roach or ant get if the circumstances require*

For additional tips please consult the treatment manual

B. Kickboards under cabinets and under appliances.

Dust behind cabinet kickboards and under all appliances except the refrigerator. DO NOT DUST UNDER REFRIGERATOR the fan under the refrigerator will kick it up into the air.

MATERIALS

- **Borid or Boric Acid**
- **EcoPCO D**

- C. **Plumbing voids under the sinks.** (Where the pipe goes into the wall)
Stick the aerosol treatment straw behind the cabinet into the wall. Hold down the trigger for a count of 1001, 1002, 1003.

MATERIALS

- **D-Force**
- **Cykick**
- **Turbo Borid**

- D. **Window Rail Treatment**

- *Treat all window rails, where the windows slide.*
- *Place the delivery straw against the rail.*
- *Hold the trigger down for one second; say "1001."*
- *Please do not do window rail treatments from a distance.*

MATERIALS

- **Cykick Aerosol**
- **Microcare Aerosol**
- **D-force**

- E. **Corner Treatment**

Locations:

- *All corners of every accessible room*

Technique:

- **Use Microcare**
- *Treat the crevice between the flooring and the baseboard*
- *Apply a quick "1001" strip starting at the corner moving along the baseboard about a foot.*
- *Corner treatment should be **performed with the aerosol straw in the crevice** (not by "squirting" the crevice from a distance). Squirting the crevice from a distance is (1) against the label/law. (2) is messy, (3) can make pets sick, and (4) can cause staining.*
- *Leave no puddles or messes.*

- F. **Doorway treatment**

Location:

- *Outside*
- *Where the threshold meets the exterior concrete*
- *6 inches up the doorframe. Apply in the crevice, which is not visible from either side when the door is closed.*
- *Treat all doors*
 - *Front and Back doors*
 - *Doors leading into the garage*
 - *Sliding glass doors*
 - *French doors*

Product:

- Microcare, Cykick, or D-force. Do not use Borid it leaves a white residue

Method:

- Place the straw in the outside crevice in front of the door threshold.
- Quickly apply a strip the entire width of the door and up the doorframe 6 inches.
- **Leave no puddles or messes**

Reason for treatment:

- The aerosols are “stronger” or more concentrated than the power-spray product.
- It is ok to power-spray over this treatment. The insecticide in the crevice will remain.

G. Spray garage with power-sprayer

- Use caution not to spray personal belongings. Hint: focus on the corners and areas where boxes are not. Don't spray at full power. Just lightly pull the spray trigger so as to not over apply. Focus around doorways. No puddles please.
- If power spraying is not possible then use Cykick/D-force and or Niban in cracks and crevices.

Perimeter Defense

- A.** Use the **cobweb remover** to remove webs and wasp nests on the eaves.
- B.** Granulate all mulch beds within 10 feet of the house. Please do not spread any chemicals granules onto walkways or patios. Sweep them off if you do. Avoid ponds where fish live. (In desert cities we granulate all plants and drip-systems within 20 feet of the house).
- C.** **Power-spray 3-5 gallons of prescribed insecticide** in a 3-foot perimeter around the home. Spray two feet up the foundation. Use Demand at .4 oz per gallon of water. 20 oz of concentration per 50 gal of water. Mark down a dilution of .03% on your service ticket
- D.** **Spray all wasp nests** and knock down the nests using the wasp pole.
- E.** Follow carpenter ant lines as far as you can and treat the nest anywhere on the property.
- F.** **Bait any fire ants** in the yard with Ascend fire ant bait. Or treat with Termidor or Phantom.
- G.** **Advise the customers** of any tree limbs contacting the house. Explain to the customers that a branch touching the house is a bridge for insects. Ask

the to have them them trimmed a minimum of 6 inches off the house. Limbs overhanging the house are ok, just not touching.

H. Inform the customer that we guarantee our work. Explain that over the next 3 days the customer may see an increase in insects because pests often come out to die. However, we want the customer to call us if a problem persists.

Crawl Space (Remember don't go into a crawlspace while you're dusting))

A. Open the crawlspace door under the house. Through the crawl space entrance power-spray Demand under the house. Spray through the vent on the foundation as well.

Or

B. Use the hand held "bazooka duster" to dust through the openings of the crawlspace. Dust through the vents on the sides of the foundation. The entrance can also be opened and used for access.

Preferred Material:

- **Delta Dust:** Great for moist crawlspaces (it is waterproof and has a 4-6 month residual, maybe longer in the dark). Furthermore, it is very light and will stick to the underside of the house. Pump the duster 2 times into each vent on the side of the house. It does not take a lot of dust, if you can see it on the surfaces there is too much.

Additional Points:

Bulwark no longer automatically treats attics on every start. Look at the Start Contract, if the start has "Dust Attic" or "Bait Attic" written on it, or if the customer requests his attic to be treated, then treat the attic. We shouldn't "talk" the customer out of an attic treatment if they ask for one.

Attic treatments

Baiting

1. Enter the attic completely
2. Stand only on wood floors or wood rafters.
3. Cast Niban into various parts of the attic.
4. Be careful not to place any bait on personal items.

Dusting the attic:

1. Enter the attic completely, if possible.
2. Wear an approved respirator, not just a dusk mask (See label for details).
3. Pump the "bazooka duster" 4-5 times.

The reason we don't treat attics regularly is that it is too hot and dry for most insects in the attic. If there is a nest problem in the home, then its source is usually moist areas with moderate temperatures, bathrooms, kitchens, lower exterior walls. There are a few exceptions.

Question: *Why do you only treat some of the electrical outlets?*

Answer: *We use a treatment pattern. Insects tend to move along the electrical lines, by treating a few points in the network of electrical lines we expose most of the insects.*

Question: *Why do you only treat the outlets on the exterior walls?*

Answer: *Because moisture and pests are in the exterior walls. Additionally Bulwark practices a three barrier system. The first barrier is in the yard. The second barrier is the power-spray on the foundation. The third barrier is the exterior walls where pests would first enter your home.*

HOW TO LEARN MORE ON YOUR OWN

- Talk to your team leader or your regional manager
- Talk to a Technician, they are the ones that spray this stuff every day
- Pick up a Pest Control Magazine and read it at your office
- Look online
- Read a service slip ticket to know what products we use and where
- Read the labels of the products
- Go to a library and check out books

KEYS TO YOUR SUCCESS

- Have a strong why
- Work hard and expect the slow, steady progress.
- Work on one thing every day
- Always be learning, learn to read people and situations.
- Learn about bugs and the industry, become an expert, confidence sells
- If you can, work all day on Saturday.
- Know what you are worth and focus on what you have control with this chart:

“Review your accomplishments frequently. You will gain added self-confidence in your ability to succeed.” (Paul J. Meyer)

	Mon	Tue	Wed	Thu	Fri	Sat	Week Totals
HOURS WORKED							
NEW CONTACTS MADE							
NEW SCHEDULED							
This week I made \$ _____ In Potential Commissions (New Scheduled times average commission.)							
This week I made \$ _____ For every person I talked to (Potential commissions Divided by New Contacts)							
This week I made \$ _____ For every hour I worked (Potential commissions Divided by hours worked)							

- Work towards one long-term summer goal; use this chart:
“If you do not consciously decide ahead of time where you are going, you may very easily end up somewhere else.” (Paul J. Meyer)

	Mon	Tue	Wed	Thu	Fri	Sat	Week Totals
SERVICED							
YEAR TO DATE SERVICED							
WORKING DAY NUMBER							
TOTAL WORKING DAYS THIS SUMMER							
CURRENTLY PACING (Y.T.D. DIVIDED BY DAY # TIMES TOTAL DAYS)							
SUMMER GOAL							
PACING + OR – SUMMER GOAL BY							

- **THE #1 KEY IS TO TREAT IT LIKE A JOB AND WORK THE SAME HOURS EVERY WEEK. HARD WORK BREEDS ENTHUSIASM!**

QUOTES TO KEEP YOU GOING

ENTHUSIASM

“Nothing great was ever achieved without enthusiasm.” (Ralph Waldo Emerson)

“Enthusiasm is the most contagious emotion, the most powerful communicator, the most effective motivator.” (Paul J. Meyer)

“Enthusiasm is the companion of success in every achievement, every worthwhile venture, every upward step in human progress since time began.” (Paul J. Meyer)

“Action goes before feeling.” (William James-Harvard Psychologist)

“As a general rule: if you don’t feel like working, **work harder.**” (Unknown)

“Motion brings emotion.” (Anthony Robbins)

HABITS

“Analysis of several hundred people who had accumulated fortunes well beyond the million-dollar mark disclosed the fact that *every one of them* had the habit of making decisions promptly and of changing these decisions slowly, if and when they were changed. People who fail to accumulate money, *without exception*, have the habit of reaching decisions, if at all, very *slowly*, and of *changing these decisions quickly and often.*” (Napoleon Hill pg. 119 of *Think and Grow Rich*)

“A man is what he thinks about all day long.” (Ralph Waldo Emerson)

“If you don’t have the time to do it right when will you have the time to do it over?” (John Wooden)

“When people want to discover their untapped potential for accomplishing something better, they must remove thought patterns and habits restricting their success.” (Paul J. Meyer)

“Work turns dreams into a reality.” (Paul J. Meyer)

HARDWORK/CONSISTENCY

“The heights by great men achieved and kept were not attained by sudden flight; but they while their companions slept were toiling upward in the night.” (Unknown)

“I am not judged by the number of times that I fail, but the number of times I succeed, and the number of times I succeed is in direct proportion to the number of times I fail and keep trying.” (Tom Hopkins, *How to Master the Art of Selling Anything*)

“The average runner sprints until the breath in him is gone,
But the champion has the iron will that makes him carry on.
For rest, the average runner begs when limp his muscles grow,
But the champion runs on leaden legs, his spirit makes him go.
The average runner’s complacent when he does his best to score,
But the champion does his best and then, he does a little more.”
(Sterling W. Sill)

“I believe that for every artificial peak you create, there is a valley. I don’t like valleys. Games are lost in valleys. Therefore, I wasn’t much for giving speeches to stir up emotions before a game.

If you need emotionalism to make you perform better, then sooner or later you’ll be vulnerable, an emotional wreck, and unable to function to your level of ability. My ideal is an ever-rising graph line that peaks with your final performance. I prefer thorough preparation over some device to make us ‘rise to the occasion.’ Let others try to rise suddenly to a higher level than they had attained previously. We would have already obtained it in our preparation. We would be there to begin with. A speech by me shouldn’t be necessary.” (*WOODEN- A LIFETIME OF OBSERVATIONS AND REFLECTIONS ON AND OFF THE COURT* pg. 72)

“How to be a champion”

You wonder how they do it,
You look to see the knack,
You watch the foot in action,
Or the shoulder or the back.

But when you spot the answer
Where the higher glamour’s lurk,
You’ll find in moving higher
Up the laurel-covered spire,
That most of it is practice,
And the rest of it is work.
(Grantland Rice)

“In looking forward I never expect miracles to happen. Instead I expect the slow, steady progress that comes with industry and patience.

Miracles are welcome, of course. I just felt more comfortable focusing on that over which I had some degree of control.

Miracles were under Someone Else’s control.” (*WOODEN- A LIFETIME OF OBSERVATIONS AND REFLECTIONS ON AND OFF THE COURT* pg. 79)

“When you improve a little each day, eventually big things occur. When you improve your conditioning a little each day, eventually you have a big improvement in conditioning. Not tomorrow, not the next day, but eventually a big gain is made. Don’t look for the big, quick improvement. Seek the small improvement one day at a time. That’s the only way it happens---and when it happens it lasts.” (*WOODEN- A LIFETIME OF OBSERVATIONS AND REFLECTIONS ON AND OFF THE COURT* pg. 143)

“Work creates luck” (John Wooden)

SKILLS

“He that can have patience can have what he will.” (Benjamin Franklin)

“Genius is nothing but a greater aptitude for patience.” (Benjamin Franklin)

“Well-timed silence hath more eloquence than speech.” (Martin Fraquhar Tupper)

“If a man can write a better book, preach a better sermon, or make a better mousetrap, than his neighbors, though he build his house in the woods, the world will make a beaten path to his door.” (Ralph Waldo Emerson) **(THIS IS NO LONGER TRUE, SALES SKILL IS NEEDED)**

“The most valuable of all talents is that of never using two words when one will do.” (Thomas Jefferson)

“Less is more.” (Unknown)

“When you see a successful individual, a champion, a ‘winner,’ you can be sure that you are looking at an individual who pays great attention to the perfection of minor details.” (*WOODEN- A LIFETIME OF OBSERVATIONS AND REFLECTIONS ON AND OFF THE COURT pg. 63*)

“Trifles make perfection, but perfection is no trifle.” Michelangelo

“Big things are accomplished only through the perfection of minor details.” (John Wooden)

SUCCESS

“If a man does his best, what else is there?” (George S. Patton)

Eight suggestions for succeeding:

1. Fear no opponent. *Respect* every opponent.
2. Remember it's the perfection of the smallest details that makes big things happen.
3. Keep in mind that hustle makes up for many a mistake.
4. Be more interested in character than reputation.
5. Be quick, but don't hurry.
6. Understand that the harder you work, the more luck you will have.
7. Know that valid self-analysis is crucial for improvement.
8. Remember that there is no substitute for hard work and careful planning.

Failing to prepare is preparing to fail.
(*WOODEN- A LIFETIME OF OBSERVATIONS AND REFLECTIONS ON AND OFF THE COURT pg. 72*)

I am not what I ought to be,
Not what I want to be,
Not what I am going to be,
But I am thankful that
I am better than I used to be.

(WOODEN- A LIFETIME OF OBSERVATIONS AND REFLECTIONS ON AND OFF THE COURT pg. 14)

“It is not the critic who counts, not the man who points out how the strong man stumbled, or where the doer of the deeds could have done them better. The credit belongs to the man who is actually in the arena; who’s face is marred by dust and sweat and blood; who strives valiantly; who errs and comes short again and again; who knows the great enthusiasms, the great devotions, and spends himself in a worthy cause; who, at best, knows at the end the triumph of high achievement; and at worst, if he fails, at least he fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory nor defeat.” (Theodore Roosevelt)

“Try your hardest in all ways and you are a success. Period. Do less than that and you have failed to one degree or another.” *(WOODEN- A LIFETIME OF OBSERVATIONS AND REFLECTIONS ON AND OFF THE COURT pg. 52)*

“The ability to make money—accumulate wealth—is the result of becoming successful, not the entirety of success itself.” (Paul J. Meyer)

“Attaining many of your personal goals depends upon your success in achieving challenging goals in your career and business life.” (Paul J. Meyer)

PERSISTANCE

“It’s hard to beat a person who never gives up.” (Babe Ruth)

“Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent.” (Calvin Coolidge)

“Often the difference between histories boldest accomplishments and most staggering failures is simply the diligent will to persevere.” (Abraham Lincoln)

“I will try **until** I succeed.” (Og Mandino—*The Greatest Salesman in the World*)

“Failure is only final if I quit trying.” (Paul J. Meyer)

“The difficult takes time, the impossible a little longer.” (Unknown)

There is no chance, no destiny, no fate,
Can circumvent, hinder or control
The firm resolve of a determined soul.
Gifts count for nothing; will alone is great;
All things give way before it, soon or late.
What obstacle can stay the mighty force
Of the sea-seeking river in its course,
Or cause the ascending orb of day to wait?
Each well-born soul must win what it deserves.
Let the fool prate of luck. The fortunate
Is he who's earnest purpose never swerves.
Whose slightest action or inaction serves
That one great aim. Why even death stands still
And waits an hour sometimes for such a will.
(Ella Wheeler Wilcox)

INTEGRITY AND CHARACTER

“Integrity is doing the things you have committed to do even after the desire to do so has left.” (Unknown)

“My young friends place me behind prison walls- walls of stone ever so high, ever so thick, reaching ever so far into the ground- there is a possibility that someday or another I may be able to escape.

But stand me on the floor and draw a chalk line around me and have me give my word of honor never to cross it. Can I get out of the circle? No, never! I would die first.

(Karl G. Maser)

“Good character is in all cases the fruit of personal exertion. It is not inherited from parents, it is not created by external advantages. It is no necessary appendage to birth, wealth, talents or station, but is the result of one's endeavors and commitments.”

(Jay Hawes)

“Character may be manifested in the great moments, but it is made in the small ones.” (Unknown)

“Be more concerned about your character than your reputation. Your character is what you really are while your reputation is really what others think you are.” (John Wooden)

“Every man must sometime or another be trusted to himself.” (John Locke)

“The measure of a man's real character is what he would do if he knew he never would be found out.” (Thomas Lord Macaulay)

“You can easily judge the character of a man by how he treats those who can do nothing for him.” (James Mills)

“Sow a thought and you reap an act; sow an act, and you reap a habit; sow a habit and you reap a character; sow a character and you reap a destiny.” (Charles Reade)

“I believe in the sacredness of a promise, that a man’s word should be as good as his bond; that character. . . not wealth or power or position. . . is of supreme worth”
(John D. Rockefeller)

“Character cannot be developed in ease and quiet. Only through experiences of trial and suffering can the soul be strengthened, vision cleared, ambition inspired and success achieved.” (Helen Keller)

“The highest reward for a person’s toil is not what they get for it, but what they become by it.” (Alton L. Wade)

“Ability may get you to the top, but it takes character to keep you there.” (John Wooden)

ATTITUDE

“Being average means you are as close to the bottom as you are to the top.”
(John Wooden)

“Kites rise highest against the wind, not with it.” (Winston Churchill)

“The great competitor”

Beyond the winning and the goal, beyond the glory and the fame,
He feels the flame within his soul, born of the spirit of the game.
And where barriers may wait, built upon by opposing Gods,
He finds a thrill in bucking fate and riding down the endless odds.
Where others wither in the fire or fall below some raw mishap,
Where others lag behind or tire and break beneath the handicap,
He finds a new and deeper thrill to take him on the uphill spin,
Because the test is greater still, and something he can revel in.
(Grantland Rice)

“Any person who (wants to) win in any undertaking must be willing to burn his ships and cut all sources of retreat. Only by doing so can one be sure of maintaining that state of mind known as a burning desire to win...”

A long while ago, a great warrior faced a situation which made it necessary for him to make a decision which insured his success on the battlefield. He was about to send his armies against a powerful foe, whose men outnumbered his own. He loaded his soldiers into boats, sailed to the enemy’s country, unloaded soldiers and equipment, then gave the order to burn the ships that carried them. Addressing his men before the first battle he said, ‘You see the boats going up in smoke. That means that we cannot leave these shores alive unless we win! We now have no choice—we win- or we perish!’” “They won.”
(Napoleon Hill pg. 16,17 of *Think and Grow Rich*)

“Every adversity, every failure and every heartache carries with it the seed of an equivalent or a greater benefit.” (Napoleon Hill)

“In the middle of difficulty lies opportunity.” (Albert Einstein)

“Man’s mind once stretched by a new idea, never regains it’s original dimension.” (Oliver Wendell Holmes)

“Conquer yourself rather than the world.” (Rene Descartes)

Somebody Said:

Somebody said it couldn’t be done,
But he with a chuckle replied that
Maybe it couldn’t, but he would be the one
Who didn’t say so till he tried.

Well, he buckled right in with a bit of a grin.
If he worried he hid it,
And he started to sing as he tackled the thing,
That couldn’t be done, and he did it.

Somebody scoffed, “Oh you’ll never do that,
At least no one ever has done it.”
But he took off his coat and he took off his hat
And the first thing we knew he’d begun it.

He buckled right in with a bit of a grin,
With never a yearning to quit it;
And he started to sing as he tackled the thing
That couldn’t be done, and he did it.

There are thousands to tell you it can’t be done. . .
And millions to prophesy failure. . .
And millions to point out to you one by one
The dangers that wait to assail you

But just begin with a bit of a grin;
Just take off your hat and go to it.
And start to sing as you tackle the thing
That cannot be done, and you’ll do it!
(Unknown)

“Don’t permit fear of failure to prevent your effort. We are all imperfect and will fail on occasions, but fear or failure is the greatest failure of all.” (John Wooden)

“In any project the important factor is belief. Without belief there can be no successful outcome.” (William James)

If you think you are beaten you are,
If you think you dare not you don't.
If you would like to win, but you think you can't,
It's almost certain you won't.

If you think you'll lose, you're lost,
For in the world we find,
Success begins with a fellow's will-
It's all in the state of mind.

If you think you are outclassed, you are,
You've got to think high to rise,
You've got to be sure of yourself before
You can ever win a prize.

Life's battles don't always go
To the stronger or the faster man,
But soon or late he who wins
Is the man WHO THINKS HE CAN!
(Unknown)

"I will get ready and then, perhaps, my chance will come." (John Wooden)

"The great thing in this world is no so much where we are, but in what direction we are moving." (Oliver Wendell Holmes)

"Don't let yesterday take up too much of today." (John Wooden)

"If I am through learning I am through." (John Wooden)

"Do not permit what you cannot do interfere with what you can do." (John Wooden)

"The more concerned we become over things we can't control, the less we will do with the things we can control." (John Wooden)

For every worry under the sun,
There is a solution or there is none.
If there is one quickly find it;
If there is none, never mind it.
(Unkown)

"One can never consent to creep when one feels an impulse to soar." (Helen Keller)

