

TECHNICIAN FIELD TRAINING



FLORIDA PEST MANAGEMENT ASSOCIATION

NEW! FRONTLINE TRAINING

SERVICE MANAGER WORKSHOP

ESSENTIAL SALES TRAINING

FLORIDA PEST MANAGEMENT ASSOCIATION

JANUARY 21st, 2025

EMBASSY SUITES BY HILTON LAKE BUENA VISTA SOUTH | 4955 KYNGS HEATH ROAD | KISSIMMEE

FPMA Frontline Training: Elevate Your Sales Team's Skills

Is your sales team equipped to excel in today's competitive market? FPMA's TECH Days offers an exclusive Sales Training program designed to transform your sales managers into top-performing professionals. With hands-on training sessions led by industry experts, your team will gain invaluable skills to boost their performance and drive your business forward.

What's Covered:

Master the Elevator Pitch – David Joles, Certus

70% of people form an impression within the first 30 seconds of a conversation. Your techs and sales managers will learn the art of crafting a powerful 30-second elevator pitch. This skill is crucial for making a strong first impression and sparking interest in potential customers. A well-delivered elevator pitch can open doors to longer, more meaningful conversations that lead to sales.

Role Playing Sales Techniques – David Joles, Certus

Research indicates that **87% of high-performing salespeople participate in role-playing exercises.** Role-playing is a time-tested method for honing sales techniques. In this session, participants will engage in real-life sales scenarios—like negotiating, prospecting, and presenting—allowing them to build confidence and refine their approach. to perfect their sales strategies. This is an essential tool for developing a deeper understanding of customer needs in a controlled, supportive environment.

💡 **Selling Value – Roman Dycus and Eric Hataway, Corteva**

According to studies, **customers are 4x more likely to buy when a sales professional focuses on the value and benefits rather than just features.** In this energetic and insightful session, your team will learn how to master the art of selling value. By crafting compelling value propositions that resonate with clients, they'll be equipped to stand out in a competitive market. This interactive session is designed to help sales professionals communicate their unique value effectively, driving better results for your business.

🕒 **Time Management – Speaker TBD**

65% of salespeople say they spend too much time on non-revenue-generating activities? Time management is a key factor in sales success. Participants will learn from a top-performing sales professional on how to efficiently schedule their day, manage leads, and close opportunities. This session offers rare insights into best practices that can help your team generate and manage leads more effectively, ultimately leading to better sales performance.

Don't have a "sales team"? TECHS are frontline too!

According to industry data, **sales professionals with effective upselling skills can increase revenue by up to 30% per customer.** In the pest management industry, your sales team is your front line, but they aren't the only ones who need to master the art of selling. Your technicians, who interact with customers daily, play a pivotal role in driving additional revenue through upselling. Having the confidence and skills to identify opportunities and present additional services or products can significantly boost your bottom line.

By equipping your techs with the right sales skills, they'll be able to confidently recommend solutions, build stronger relationships with customers, and contribute directly to your company's growth. Upselling isn't just a skill; it's a strategy that can transform every customer interaction into a chance to add more value.