



Commercial Accounts:

Best Practices for Providing
First-Class Service & Driving
Profitability

Presenters



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Agenda:

- Commercial opportunity
- 3 Essential PestPac tools
- Millers Pest's 4 proven guidelines
- How to implement immediately

The Commercial Opportunity

Why Commercial?



1. Higher value

Increased revenue potential & profitability.



8% YOY

2. Stronger growth (8% YOY in Sept 2025)

Significant market expansion.



3. Predictable revenue

Due to regulatory requirements and health/safety compliance needs.



4. Long-term partnerships

Stemming from contractual obligations.

The challenge:



Complex needs

Intricate service requirements, multiple regulations.

multiple stakeholders

Diverse decision-makers with varying priorities.



high expectations

Demands for superior performance, perfect results, and ROI.



3 Tools That Transform Your Service

1. **Heatmaps** – Visually see pest activity patterns
2. **Trend Reports** – Prove your results over time
3. **Threshold Alerts** – Catch problems before clients do



Heatmaps - Show, Don't Tell

Visualize the Threat...

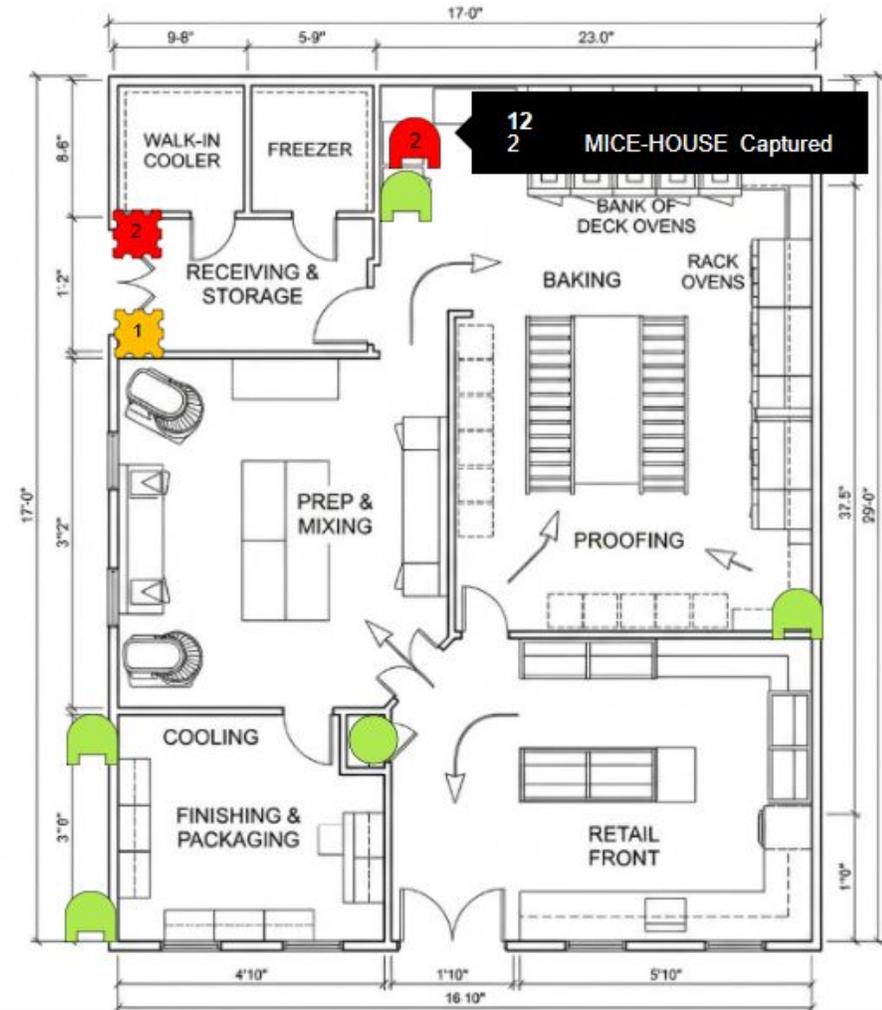
- Visual representation of pest activity across facility zones
- Color-coded intensity

No Activity  Activity*  Capture Intensity 

- Time-based comparisons

Justify the Fix...

- Show clients exactly where problems exist
- Justify treatment strategies visually
- Along with condition tracking, Identify root causes
- Prove program effectiveness



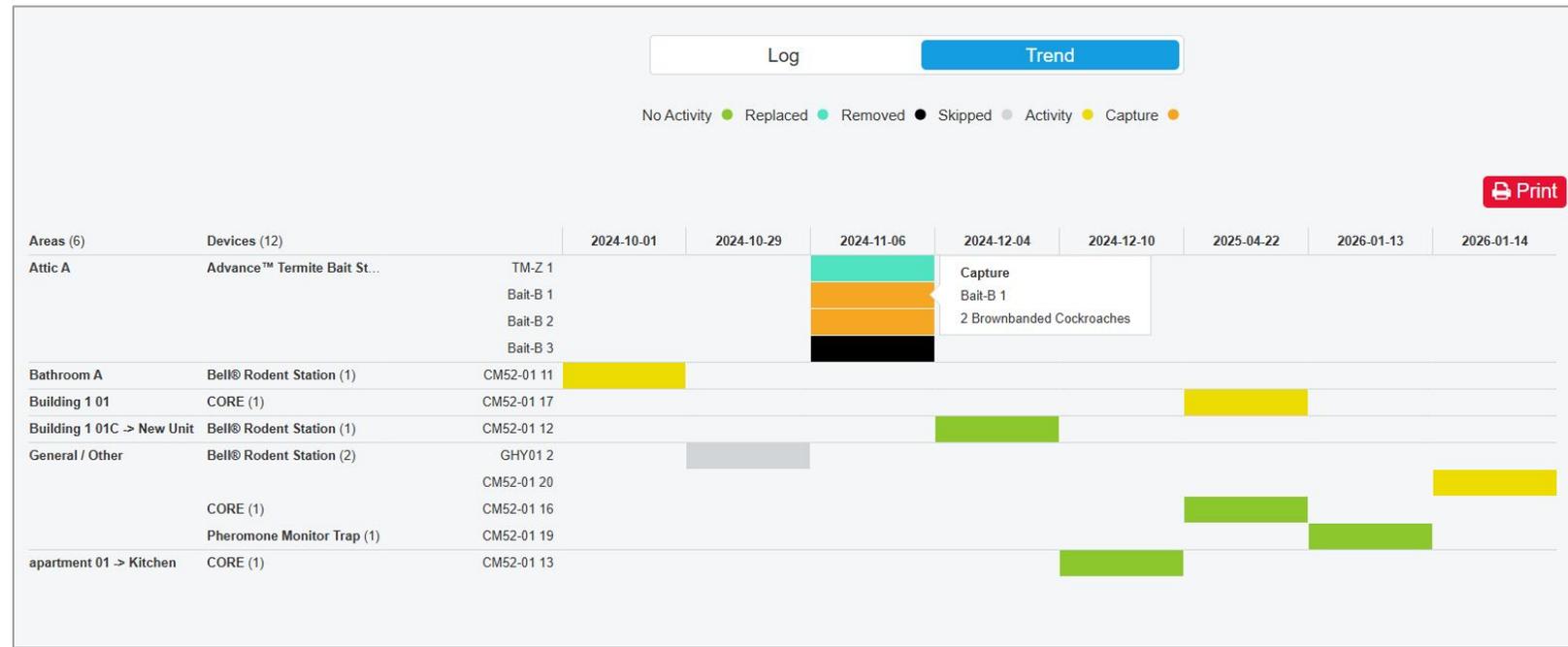
Trend Reports – Let Data Tell Your Story

What They Provide:

- Historical pest activity over weeks & months
- Identify problem areas
- Seasonal pattern identification

Strategic Uses:

- Identify service frequency needs
- Set realistic expectations with historical data
- Prove ROI at contract renewal
- Support pricing discussions



Threshold Alerts – Be Proactive, Not Reactive

What They Do:

- Automatic notifications when activity exceeds your preset limits
- Alerts for open conditions (facility issues)
- Customizable per location and pest type

The Game-Changer: Smart Traps

- Contact client BEFORE they contact you
- "We noticed elevated activity this morning and are already scheduling additional service"
- Transforms problems into trust-building opportunities

A Pest Threshold has been exceeded

5 messages

kristen+100000@workwave.com <kristen+100000@workwave.com>
To: kristen@workwave.com

Thu, Mar 30, 2023 at 10:29 AM

The Mice Threshold has been exceeded at Location #147283, Priority Distributing at 1 Huntington Ave, Boston, MA 02116-5713.

During our last inspection on Mar 30 2023 10:08AM by Christine Allen, we captured 2 Deer Mouse in the last 1 day(s).

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Real results from real companies

"We're a small company. Who's going to go with this company over [a national brand]? So you really have to bring something to the table ... and when you bring things like this, they're like, 'Oh wow, how do you guys have that but my company currently doesn't have that?'"

– Jack Donnelly, Discreet Pest Control

The Foundation - Four Proven Guidelines



**Communication
is Essential**



**Results First,
Money Second**



**Don't Make
Promises You
Can't Keep**



**Own Your
Mistakes**

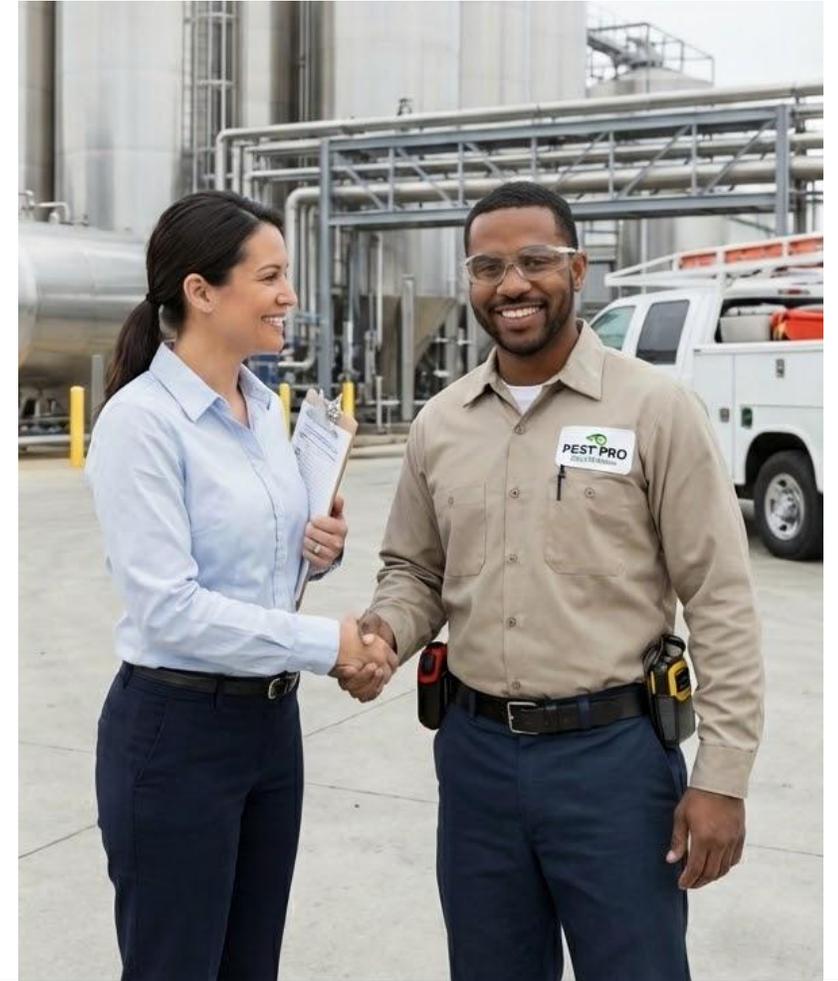
Guideline #1: Communication is Essential

Your presence and engagement are as important as your the service you provide

Visit checklist*:

- Check in on arrival
- Ask about concerns
- Explain what you plan to do for the visit
- Summary before leaving

*see sample in Appendix



Guideline #2: Results First, Money Second

Focus on the Customer, Not the Contract

- Focus on solving the problem
- Revenue follows satisfied customers
- Businesses word of mouth is powerful



Guideline #3: Don't Make Promises You Can't Keep

- Set realistic timelines
- Be honest about challenges
- Under-promise, over-deliver

Before you make any promise, ask yourself:

- Can I control all factors to deliver this?
- What could prevent me from keeping this promise?
- Would I bet my reputation on this?



Guideline #4: Own Your Mistakes



How to Implement Immediately

Key takeaways & action items



1. Communication wins accounts

Print communication checklist for each tech.



2. Honesty builds trust

Choose ONE commercial client where you need to set more realistic expectations. Have that honest conversation within the next week.



3. Results + data = retention

Talk to your AM about adding Logbook.

Questions?

Session Feedback

- Login to the Event Mobile App
- Add this session to your schedule
- Click Survey
- Give it a rating 1-5 stars

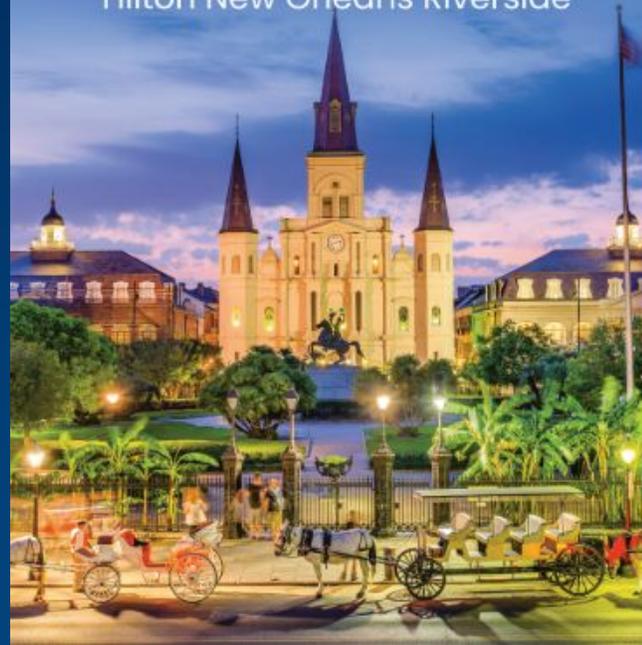
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CUSTOMER CONFERENCE '27

**SEE YOU IN
NEW ORLEANS!**

Sunday, January 31, through
Wednesday, February 3, 2027

Hilton New Orleans Riverside



Appendix

Communication Checklist

Create a laminated checklist for every technician that includes:

Communication Checklist

✓ Upon Arrival:

- Check in at front desk/office (get name of person you spoke with)
- Ask: "Any pest concerns since our last visit?"
- Ask: "Any areas you'd like me to focus on today?"

✓ During Service:

- Document findings in real-time (take photos if needed)
- Note any facility issues (open doors, sanitation concerns, structural gaps)

✓ Before Leaving:

- Find the same person you checked in with
- Provide 2-minute verbal summary: "Here's what I found... here's what I did... here's what to expect"
- Ask: "Any questions before I go?"
- Tell them when to expect the digital report

Title Goes Here

	Title	Title	Title
1	XX	XX	XX
2	XX	XX	XX
3	XX	XX	XX
4	XX	XX	XX