Residential Sales Initial Training Guide

Trainer's Guide: Instructions for the Manager

The **Residential Sales Initial Training Program** is a four-week, skill-based program that begins on the Team Member's first day with Massey Services. As the General Manager (or designated trainer), you are responsible for personally supervising the program to ensure the new Sales Inspector develops the knowledge, skills, and confidence required to represent Massey as a trusted professional.

Your Responsibilities

- **Preparation:** Look ahead! Use the calendar to see what activities you should be covering. Reference the **Trainer Resource Guide** to see the goals of those activities and how they can be accomplished.
    - You can decide to follow the activities as written, modify them to your needs or use the goals as a guide. Regardless, the ***goals must be met*** as you must address your trainee's progress with these modules and activities on the training checklists!
- **Daily Interaction**: Spend dedicated time with the new Team Member each day. This is essential for reinforcing learning, modeling professional behaviors, and providing timely feedback.
- **Guided Development**: Training is more than "shadowing." Each ride-along, role-play, or field activity must have a purpose. Use the Trainer Guide activities, single-point rubrics, and sales documents to structure learning and provide meaningful coaching.
- **Accountability**: Ensure daily tasks (DSAR completion, role-plays, coursework, guided activities, etc.) are completed. Weekly checklists must be submitted with required comments and feedback.
- **Delegation**: If you are not personally training the Team Member on a given day, assign them to someone prepared to teach and reinforce the day's learning objectives. Follow up to confirm objectives were met.
- **Feedback & Coaching**: Collect feedback from the Team Member on their progress, address concerns, and document observations in the LMS checklists. Use open-ended prompts rather than yes/no confirmations to guide reflection.
- **Progression**: Training moves from observation → guided practice → independent performance. Do not advance the trainee until they demonstrate readiness, especially in customer-facing activities.
- **Documentation:** Correctly completing and submitting initial training documents like licensing applications and field training checklists *on time*.

- Ensure all completed forms are scanned and then submitted to the **Initial Training Paperwork Upload Portal** which can be found on **Armyant (the intranet)**, the MILO homepage, or at the top any state initial training page.
- These items are noted with in the Training Guide to help you know when to submit them.

Day One Requirements

- Sign the team member into **Massey University**.
- Print any required state documents for completion.
- Print **CHK 3000 Residential Initial Field Training & Skill Verification Checklists.**
- Print **CHK 3010 Skill Evaluation Assessment Result Guides**.
- Print **The Learner Workbook**.
- Issue all assigned tools, PPE, and equipment.
- Begin field observation and classroom learning.

Training Expectations & Standards

- **No Shortcuts**: Under no circumstances should the program be rushed or condensed. The program is designed for 4 weeks and must be followed.
- **Skill Practice**: Ensure the trainee is role-playing and applying all 8 Steps of the Sales Process daily, with service themes layered in as scheduled.
- **Field Integration**: Layer field training and guided fieldwork activities onto existing ride-alongs to maximize relevance and efficiency.
- **Checklists**: Manager checklists must be completed, with required comments documented and any uploaded items attached. These serve as the formal record of training.
- **Massey University Coursework**: Ensure trainees stay on pace. Do not allow them to complete more than what is assigned in a given week.

Tools & Resources

- **Trainer Resource Guide**: Designed to help you accomplish every checklist item and support you at every level. It provides guidance from the high-level overview of each week down to the minute details of activities, giving structure and confidence to trainers who need support and offering depth for those looking to expand their training abilities.
- **Learner Workbook**: Provides worksheets, guided notes, and reflection activities to structure the trainee's learning.

- **Single-Point Rubrics**: Used to evaluate role-plays and customer engagement skills objectively.
- **Massey University**: Online coursework aligned with weekly focus areas.
- **Sales Initial Training Manual**: Serves as a reference for the 8-Step Sales Process, features and benefits, and service-specific practices.

⚠ Follow the Program! Do not rush a new team member through training. The first few weeks set the foundation for their long-term success and service quality.

Initial Field Training Checklists

All **Initial Field Training Checklists** are available for download in the **Printable Resources** section of this guide. Each checklist includes directions on the front page explaining its use.

- Once all sections are finished, **scan and upload** the checklist to the **Initial Training Paperwork Upload Portal.**
- Complete each checklist section as indicated in the Training Guide schedule.
- Provide **dates, times, and comments** where required. Comments should be detailed, specific, and legible.
- Verify that all required fields are complete before progressing.
- Write clearly! Incomplete or unreadable checklists may be considered invalid.

Lesson Schedule

- Follow the schedule provided.
- Lessons are designed to be completed over time.
  - **Do not allow more than the assigned lessons each week.**
  - Divide the weekly load into manageable daily segments.
- Completing too many lessons in one sitting reduces retention and is poor training.

⚠ **Exception:** There may be days during the training period that keeps the team member from going to the field to train. In these cases, they may complete more than a day's allotted lessons, but no more than two days' worth in one sitting.

Skill Evaluations

There are three (3) skill evaluations which you are responsible for implementing or setting up. Below is a chart showing where they are in the training schedule and where to find the instructions and resources in the Trainer Resource Guide.

Do not spring an evaluation on the learner. The team member should know an evaluation is approaching so they can be prepared, and you can also be prepared.

Week	Evaluation Name	Page Numbers	Proctor
2	Graph It Like You Mean It!	136 - 143	Trainer
3	Qualifying Massey's Benefits & Features	194 - 206	Trainer
4	Final Evaluation	258 - 269	Regional Manager

Final Skill Evaluation Reminder

The Final Skill Evaluation is proctored by a Regional Manager or Sales Director—***not by the GM or trainer***.

- Manager responsibility: schedule the evaluation, ensure all required materials are ready, and confirm the trainee is prepared.
- The evaluation must be completed before Week 4 ends.
- If the trainee does not pass, a structured retest process will be followed. Training audits occur only after multiple failures.
- Reference the Trainer Resource Guide for more information.

Training Guide: Weekly Guide

The Training Calendar outlines all required activities for each day and week of the Residential Sales Initial Training Program. It includes online coursework, guided activities, role-plays, field training, and documentation requirements. Trainers are responsible for ensuring every listed item is completed and verified on the corresponding weekly checklists, and all skill evaluations are completed on time and correctly.

Appendix of Coursework for Residential Sales Initial Training

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Licensing & Regulatory Item

- LIC 3000 Licensing Application Authorization
- LIC 3005 State Licensing Applications: Residential Sales
    - What do you submit for your team member?
        - FL = Florida Licensing Packet
        - GA = Georgia Employee Registration Exam Report.
            - **Note: For Georgia only! This is submitted in the final week!**
        - All Other States = Nothing
- LIC 3105 State Training Record Verification: Residential Sales
    - What do you submit for your team member?

        - FL = FDACS 13665 Verification Record of Initial Employee Training Form
        - GA = Georgia SPCC Pre-Examination Training Form
        - TX = Texas 37084 Verifiable Training Record Checklist
        - All Other States = Nothing
- LIC 1008 NPMA GreenPro Certificate Upload

Pest Service Coursework

This module includes all coursework required for pest-focused training for Sales Inspectors.

- PPP 1001 Pest Initial
- PPP 1011 The Basics
- PPP 1012 Basic Entomology
- PPP 1013 Ant Behavior & Biology
- PPP 1027 Cockroaches
- PPP 1029 Expanded & Regular Services
- PPP 1030 Bees & Wasps
- PPP 1031 Spiders & Scorpions
- PPP 1039 Rodents

Termite Service Coursework

This module includes all coursework required for termite-focused training for Sales Inspectors.

- TRM 1003 Termites
- TRM 1004 Other Wood Destroying Insects
- TRM 1008 Conducive Conditions
- TRM 1009 WDO Inspections
- TRM 1010 Renewal Inspections
- TRM 1015 Conventional Treatments for Sub Termites
- TRM 1016 Baiting Program
- TRM 1017 Total Coverage
- TRM 1018 Fumigation

Lawn Service Coursework (Only assigned to those service centers which sell landscape)

This module includes all coursework required for lawn-focused training for Sales Inspectors.

- LWN 1001 Turfgrass
- LWN 1002 Fertilizers
- LWN 1004 Mowing & Irrigation
- LWN 1006 Managing Turfgrass Pests Insects
- LWN 1008 Trees & Shrubs
- LWN 1009 Managing Ornamental Plant Pests & Insects
- LWN 1012 Initial Service Protocol