

WHY MASSEY? POSITIONING OUR VALUE

DETAILS

- **ESTIMATED TIME:** 45-60 Minutes
- **DELIVERY MODE:** Trainer-Guided Discussion + Customer Statement Application + Hands-On Practice
- **FACILITATOR:** General Manager or Designated Individual

VTM MATERIALS

- Trainier Activity Guide
- Why Massey? Positioning Our Value Worksheet
- Massey Value Qualifiers documents
- Optional:
 - ▶ Sales Manual
 - ▶ Inspection Report & Graphical Analysis

TRAINER'S ACTIONS & CHECKLIST

- ☐ Use the trainer activity guide to:
 - ☐ Lead a discussion on Massey's value proposition
 - ☐ Review key Massey Value Qualifiers
 - ☐ Facilitate workbook completion
 - ☐ Guide customer statement application exercises
- ☐ Reinforce trust-building and value-based communication.
- ☐ Ensure team members focus on Massey's strengths rather than competitor comparisons.
- ☐ Highlight strong examples of customer-friendly responses.

FEEDBACK, VERIFYING, & ASSESSING

- **Trainer Review:** Evaluate how effectively team members communicate Massey's value and differentiators.
- **Group Reflection:** Encourage team members to share insights using prompts such as:
 - ▶ *Which qualifier felt most natural to explain?*
 - ▶ *Which response best reinforced customer confidence?*

- ★ Position Massey's strengths instead of criticizing competitors.
- ★ Build trust before objections arise.
- ★ Keep explanations conversational, not memorized.
- ★ Focus on customer value, not company facts alone.

Getting Started & What To Do

General Notes

- This activity focuses on helping team members:
 - ▶ Communicate Massey's unique value proposition
 - ▶ Build customer trust and confidence
 - ▶ Connect customer concerns to specific company differentiators
- This is a discussion and application activity.
- Team members should complete the workbook and participate in group discussion.
- Encourage the use of real customer experiences whenever possible.

Time Guidance

- Discussion: 10 minutes
- Worksheet activity: 15–20 minutes
- Customer statement practice: 10–15 minutes
- Value Challenge Rounds: 10–15 minutes
- Wrap-up: 5–10 minutes

During the Activity

- Explain Massey's differentiators
- Connect qualifiers to customer concerns
- Keep responses conversational
- Focus on value rather than comparison

After Each Exercise

Discuss:

- What worked well
- What could be improved
- Which qualifiers were used most effectively

Step-by-Step Delivery

Step 1: Trainer Lead Discussion — Why Massey?

Time: 10 minutes

Purpose: Build understanding of how Massey's differentiators build trust and support customer decisions.

Open Discussion

Ask: "Why should a customer choose Massey over another provider?"

Review Key Qualifiers

Examples may include:

- Largest privately held pest, lawn, and termite provider
- EPA recognition
- 700,000+ satisfied customers
- Money-back guarantee
- Full-service provider
- Written pricing guarantee

Discussion Prompts

- *Which qualifier builds the most customer confidence?*
- *Which qualifier do customers respond to most often?*
- *How do these qualifiers help overcome customer concerns?*

Step 2: Worksheet Activity #1: Understanding Massey's Differentiators

Time: 15-20 minutes

Purpose: Connect company qualifiers to customer trust and confidence.

Trainer Instructions

- Have team members complete Exercise 1.
- Review responses together.
- Discuss how each qualifier builds customer confidence.

Trainer Focus

Look for:

- Clear explanations
- Customer-focused thinking
- Real-world application

Step 3: Worksheet Activity #2: Applying Massey's Value in Customer Conversations

Time: 10-15 minutes

Purpose: Practice responding to common customer questions and objections using company differentiators.

Trainer Instructions

- Use Exercise 2.
- Have team members:
 - ▶ Identify the appropriate qualifier.
 - ▶ Craft a customer-friendly response.
 - ▶ Share responses with the group.

Discussion Prompts

- *Did the qualifier fit the customer's concern?*

- *Did the response build trust?*
- *Was the explanation conversational?*
- *How could the response be improved?*

Step 4: Value Challenge Rounds

Time: 10–15 Minutes

Purpose: Reinforce Massey's value proposition through unscripted practice and real-time application.

Trainer Instructions

- After reviewing the worksheet activity, challenge team members to explain Massey's value without relying on supporting materials.
- Have team members set aside their worksheet and other reference materials.
- Present customer comments or objections one at a time.
- Ask a team member to respond using Massey's value qualifiers and customer-focused language.
- Encourage responses that are:
 - ▶ Clear
 - ▶ Conversational
 - ▶ Confident
 - ▶ Focused on value rather than competitor comparisons

Trainer Focus

Observe how effectively team members:

- Recall Massey's differentiators
- Match the appropriate qualifier to the customer's concern
- Maintain confidence when challenged
- Keep responses customer-focused and professional

Challenge Scenarios

Round 1: The Neighbor's Advice

- Customer Statement: My neighbor swears by another company—why shouldn't I go with them?"
- Focus: Positioning Massey's value without criticizing competitors.

Round 2: The DIY Prospect

- Customer Statement: "I've been spraying my own yard for years—why do I need Massey?"
- Focus: Explaining the value of professional service, prevention, and ongoing expertise.

Round 3: The "I Don't Have a Problem" Customer

- Customer Statement: "It's just a few roaches and ants—why should I spend money on this?"
- Focus: Explaining preventative service, risk reduction, and long-term protection.

Optional Bonus Round: The Pressure Test

If time allows, present a series of rapid-fire questions and have team members respond briefly and confidently. Directly name the team member and call on them to respond. Do not leave it open to volunteers.

Examples:

- *What's so special about Massey's pest service?*
- *Why should I pay more for your service?*
- *Isn't all lawn care basically the same?*
- *I've never had pest problems before. Why start now?*
- *Can't I just buy something from the hardware store?*
- *What happens if I'm not satisfied?*
- *Does Massey require a long-term contract?*
- *What makes Massey different from my last provider?*

Rapid Fire Questions: After each response, ask:

- *Which qualifier was used?*
- *Was the response conversational?*
- *Did it build trust?*
- *How could it be improved?*

Step 5: Final Reflection Discussion & Activity Wrap Up

Time: 5–10 Minutes

Purpose: Reinforce effective value positioning and prepare team members to apply these conversations in the field.

Group Discussion

Review:

- Strong examples of value-based communication
- Which qualifiers were used most effectively
- Common challenges when positioning Massey's value
- Areas where responses became too technical or overly focused on competitors

Team Member Reflection — Ask

- *What Massey differentiator stood out most to you?*
- *Which qualifier do you feel least confident explaining? Why?*
- *How did focusing on value change your response?*
- *How does positioning Massey's value before a customer raises concerns help the sales process?*

Trainer Close

Reinforce:

- Customers buy confidence and trust, not just services.
- Strong value positioning reduces objections later.
- Massey's differentiators are most effective when connected directly to customer concerns.

WHY MASSEY? POSITIONING OUR VALUE WORKSHEET

Exercise 1: Understanding Massey's Differentiators

Instructions: Review the following Massey Value Qualifiers and write down how each one builds customer confidence.

Massey Value Qualifier	How Does This Build Trust with Customers?
Largest privately held pest, lawn, and termite provider in the industry	
Two-time recipient of the EPA Pesticide Environmental Stewardship Program Champion	
700,000+ happy, satisfied customers	
Money-back guarantee on all services	
Full-service provider: pest, lawn, termite	
Written pricing guarantee—no surprise upcharges	

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Exercise 2: Applying Massey's Value in Customer Conversations

Instructions: Below are customer statements that may arise in conversations. Your task is to match each statement with an appropriate Massey Value Qualifier and craft a response that reinforces Massey's value.

Select the Massey Value Qualifier that best addresses the customer's concern. Then craft a clear, customer-friendly response that reinforces the value of choosing Massey Services.

1. I'm from North Dakota, I've never heard of Massey Services. Why should I choose you?

- Massey Qualifier:

- Your Response:

2. It's all just chemicals that kill everything and poison the earth.

- Massey Qualifier:

- Your Response:

3. Why should I pay more for Massey when other companies are cheaper?

- Massey Qualifier:

- Your Response:

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4. I've had bad experiences with other pest control companies not showing up on time. I think I should just handling things myself.

- Massey Qualifier:

- Your Response:

5. I don't want a long-term contract, I just need a one-time treatment.

- Massey Qualifier:

- Your Response:

6. This will make the 3rd company I've got coming out for this problem with my yard. You, the landscape company thats coming to fix my sprinklers, and the pest company I just fired for their botched job - and I didn't even get my money back from them.

- Massey Qualifier:

- Your Response