



### Sales Standards - 2026

Sales Inspectors	\$31,250 Monthly	\$375,000 Annually
Termite Renewal Inspectors	\$ 5,000 Monthly	\$ 60,000 Annually
Service Managers, Technicians, Specialists	1 Sale Per Week or 3 Service Leads Per Week	\$ 20,000 Annually

### Calls

<b>Calls:</b>	8-12 Calls Per Day
<b>Definition:</b>	Face-to-face where they know what you do for a living and have the ability to buy

### Appointments

<b>Appointment:</b>	As many as needed based on average appointment value to hit Daily Sales Budget
<b>Definition:</b>	A set time to give a proposal and/or presentation

### Proposals

<b>Proposal</b>	Minimum of 3 per appointment
<b>Definition:</b>	A written estimate

### Presentations

<b>Presentation</b>	
<b>Definition:</b>	A verbal explanation of a proposal

### Unit Sales

<b>Unit Sales</b>	Minimum 2-3 recurring sales per day (3-4 total units)
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### Customer Growth Standards

Pest, Termite, Lawn Unit Base Goal	15%	25% Penetration
Irrigation Customer Unit Base Goal	25%	10% Penetration
Mosquito	N/A	5% Penetration
Soil Conditioning	N/A	

**Corporate Eagle Circle Awards Attendance**  
**\$440,000/yr**



## Commercial Sales Standards 2026

### Customer Base

20%+ increase

### Minimum Sales Standards

Account Managers	\$31,250 Monthly	\$375,000 Annually
Service Managers, Technicians	\$2,000 monthly	\$24,000 Annually

### Minimum Daily Calls

20 walk-ins per day                      20 emails per day                      20 phone dials for appointments

### Minimum Daily Appointments

Definition: A first-time, face-to-face meeting that had a set day, date, and time.

Appointments: As many needed based on the average dollar per appointment to achieve the daily sales budget with a minimum of 3 first time appointments each day.

### Minimum Daily Proposals

Definition: A written Estimate                      \$5,000 daily average MTD

### Minimum Daily Productivity Requirement

**Each day, at least 2 of the 3 minimums (Daily Calls, Daily Appointments, and Daily Proposals) are required to be considered fully productive**

### Presentations

Definition: An oral explanation including providing a solution that solves the prospect's identified PAIN and addresses their budget

### 30 Second Commercial

Your name and name of our company	I'm .... with Massey Services.
A description of what we do through the prospect's pains	We provide pest prevention services to organizations like yours that are concerned with... and worried about
How our organization addresses the prospect's pains	Our services are designed to treat pest problems at the source to ensure...
A call to action or relevance in the form of a question	I don't suppose any of these problems are a real concern for you?

**Corporate Eagle Circle Awards Attendance - \$440,000/yr**