



MOMENTS THAT MATTER

WHERE HEARTS, MINDS, & DOLLARS ARE WON



LAWN DOCTOR

2015 Conference



MOMENTS THAT MATTER: WHERE HEARTS, MINDS AND DOLLARS ARE WON





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Scott Abbott, CEO

Jason Miller, VP Business Development

Shane Mackay, CTO

Angela Thompson, Client Services



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ProNexis Background



Mission

To increase brand equity through transformative technology, marketing and lead handling



Vision

To be the world's leading business support solution, connecting companies to customers



Values

Integrity:

Reliability, trust and authenticity in all we do.

Relationships:

Positive relationships are key to business success.

Accountability:

We deliver what we promise.

Optimism:

We recognize and celebrate success.



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ProNexis Background

Sales Support center
competitively located in Spanish
Fork Utah



Developed lead automation
technology that increased
conversion rates by 70% on
outbound calls



Bilingual staff available

10 years experience in the home
services industry and managing
sales support center



Franchisor Client list includes:

Committed to an industry leading
service level that focuses on
growing unit economics

- Lawn Doctor
- Bath Solutions
- Five Star Painting
- Handyman Matters
- Mosquito Squad
- Budget Blinds
- ChemDry
- Above Grade

Inc. 5000 and Utah Fast 50
Company



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Scott Abbott
CEO, MBA

Founder of several service franchise concepts. Recent sale of Five Star Painting to the Dwyer Group to focus on ProNexis.



Jason Miller
VP Business Development

10 years of experience in the franchising
Specializes in the onboarding of franchisees into pilot program to ensure success



Angela Thompson
Client Services

Specializes in franchisor agent training programs
Franchisor liaison with ProNexis



Shane MacKay
CTO

Lead programmer of the ProNexis system with 15 years programming experience
5 years developing systems for franchisors



Lawrence Whipple
Digital lead King

3 years of lead generation increase while decreasing cost per lead
Focus on digital lead integration for franchisor clients



Raymond Petrusky
Director of Operations

Operated call centers for 25 years
Focus on lead conversion
Operated centers with thousands of employees



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How are we different.....

- We are not a Call Center! We are a Sales Support Center!
 - Focused on helping you convert more leads into revenue!
- Built for Franchising
 - Our service was built to support a national franchise system. It's in our DNA.
- Transparency
 - You will have access to a wealth of information and data in real time.
- Automated Call System
 - Proven method for reaching your web leads within minutes!

**We are an
extension of
your brand!**



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Overview of Services (Inbound Calls)

- Broad coverage:
- Live Agents from 7am-11pm EST Monday – Friday
- 10am-8pm EST Weekends
- Full Time or Overflow
- We Close the Sale Right in Your CAW
- Customer Service

A Service for EVERY Franchisee

- Brand New & Emerging Franchisees
- Veteran Franchises with an Office Manager or Sales Force

**We know how to
maximize leads and
convert sales!**



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Lead Management

Jeff Ernst estimates that only

About
5% of marketers

use a full-featured marketing automation solution

FORRESTER

Research shows that

35-50%
of sales go to the vendor that responds first.

inside**sales.com**

Companies that automate lead management

see a
10% or greater
increase in **revenue**
in 6-9 months.

Gartner





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Overview of Services – Outbound

Automated Call System (ACS)

- Our ACS allows us to respond to your web leads within minutes!
- All outbound calls will use a local number tied to your business.
- Fully integrated system which includes multiple email and call touchpoints
- Customers want information immediately

**SPEED TO LEAD is
critical in today's
technology driven
world!**



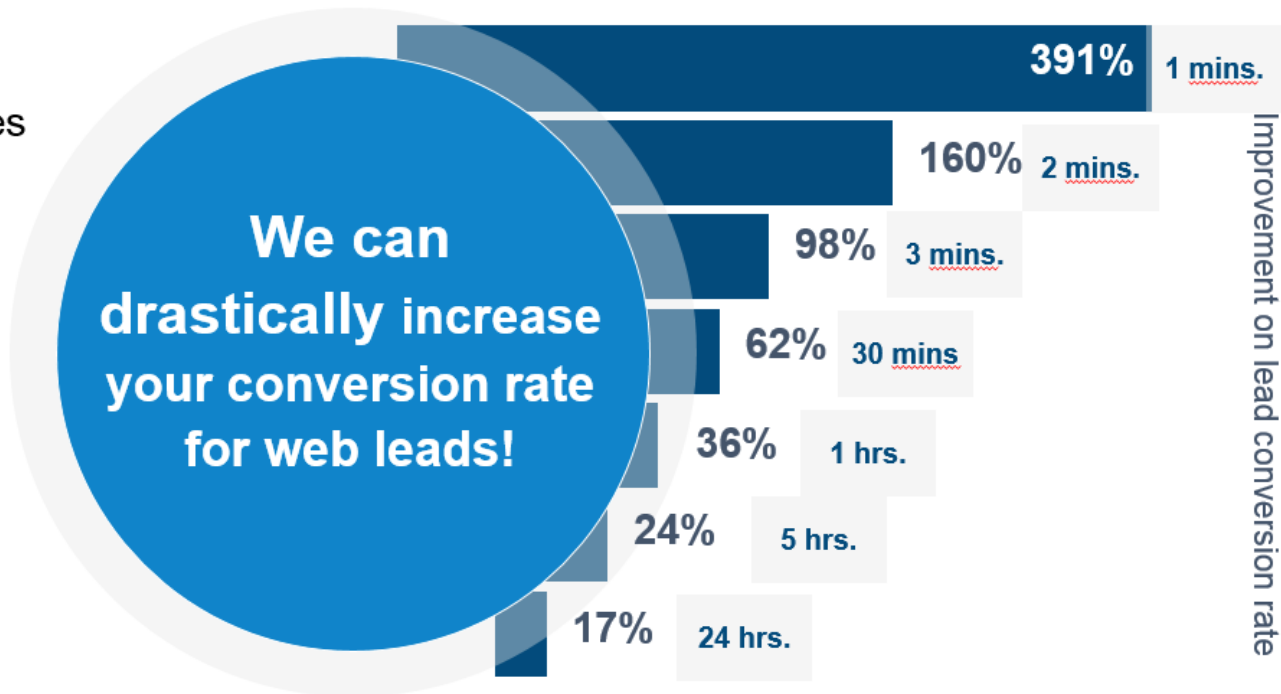
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Stats showing the effectiveness of Speed to Lead and our ACS

- 20% increase in answer rates using Local Presence
- We saw a 70% increase in Leads to Appointments with our Home Advisor leads
- We saw a 400% increase in leads to appointments with Home Shows
- 99% of all digital leads were contacted in 2015

Impact of Speed to Call on Lead Conversion Rate 11/2012





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Spring Test

- Goals
 - Assess the viability of an outside company professionally representing Lawn Doctor
 - Determine if ProNexis and Lawn Doctor shared the same customer-focused culture and sales philosophy
 - Test if Lawn Doctor's systems could provide enough information for agents to make and book sales
 - Evaluate if the ProNexis Automated Call System could efficiently and effectively respond to Internet leads
 - Judge if Pronexis could build customized Lawn Doctor reports so franchisees and Corporate received salient information to run and build their business





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Spring Test

- Eleven franchisee participants
- Represented 9 states all over the country-CT, MD,FL,UT,IL,OH, OK, MI,WI, IA
- Combination of very new, 2-3 years in the system, experienced 5+
- Program started in mid-April
- Pronexis received inbound calls as well as Internet leads



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Challenges

- Dual Systems-RG and ProNexis
- CAW Accuracy-Current info, multiple offers, marketing data
- Reports-Internal customized reports
- Volume-too little at the beginning to build knowledge and confidence



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Training and Monitoring

- Emphasis on Lawn Doctor customer-focused culture and sales philosophy
- Webinars, written materials on programs and services (emphasis on Lawn Maintainer), FAQs, property measuring, CAW, systems, scripting, sales, closing, customer service
- Role-plays by telephone, in person side-by-sides and group sessions



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Total Transparency

- Sales and Support Center open to us at any time
- Allowed to:
 - Write our own scripts and emails
 - Use our own training materials
 - Conduct long distance telephone role plays and listen to taped calls
 - Structure our own lead management flow
 - Create reports that could enhance and grow our own business
 - Work with them to create their Onboarding Document
- Worked together to create fair and reasonable pricing



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Test Results

- Inbound-Average of 50% conversion rate
- Internet lead- Average of 18% conversion rate



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Spring Preparation

- Basic training revision and expansion of materials based on test results
 - Module 1-Introduction to Lawn Doctor (1 hour)
 - Module 2-Product knowledge (3 hours)
 - Module 3-Sales (2 hours)
 - Module 4-Scripts (1.5 hours)
 - Module 5-Systems (4 hours)
 - Module 6-CAW customer service activities (1 hour)
 - Module 7-Sample calls and role-plays(2 hours)
 - Module 8-Outbound calls for Web leads (1.5 hours)



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New Salesperson Training (FranConnect-Library-Training)

- Module 1-Overview (Kim King)
- Module 2-Product Knowledge(John Buechner)
 - Part A-Agronomy
 - Part B-T&S, Yard Armour, PPC, Custom care
- Module 3-Equipment (Mike Caprio)
- Module 4-Face-to-Face Sales (Don Lund)
 - Part A-Introduction and presentation
 - Part B-Closing/Objections
- Module 5-First Contact Sales (Kim King)
 - Part A-Superior Telephone Skills
 - Part B-Overview of First Contact Sales
 - Part C-Components of First Contact sales
 - Part D-Objections and Closing



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Banding and New Hires

- Banding
 - Give general training to all ProNexis agents
 - Train a CORE group of agents dedicated to Lawn Doctor only
 - Train a secondary group that has received training but only get overflow calls
 - Train a third group of agents that rarely get Lawn Doctor calls
 - As volume builds, review training and practice with the second group, third group, fourth group as needed
- New Hires
 - Operations Director focusing on candidates with sales background
 - Internal agents receiving additional help with closing skills



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Packages Offered

Sales and Support Packages

S&S Annual Program, <400 Franchise Package (less than 400 customers)	\$175/month + 5% of revenue on new customer and custom care sales *requires a commitment of 12 consecutive months
S&S Annual Program, >400 Franchise Package (over 400 customers)	\$250/month + 5% revenue on new customer and custom care sales *requires a commitment of 12 consecutive months
S&S Month to Month with a 3 month commitment minimum	\$350/month + 5% of all revenue on new customer and custom care sales

Answering Service Only Package (No access to CAW info, messages only)

Answer Only Month to Month with a 3 month commitment minimum	\$100/month, \$1 per minute
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Next Steps

- Stop by our booth at the trade show
- Sign Up Today to be Entered in the Drawing for First Year Free (\$3,000 Value!)





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Next Steps

- Complete the Sales and Support Agreement
- Complete the “Lawn Doctor Franchise Info” google form
- Watch for email indicating completion of account set up and assigned forwarding number
- Make sure that CAW info is set up appropriately
- Start Call Forwarding
- Start Internet Lead forwarding

