THE BROOKS PLAYBOOK

From 1,800 to 22,000 Inside-Sales Accounts:
A Data-Driven Growth System for Pest Control

BROOKS

"Brooks did not replace door-to-door. It built a second growth engine with different economics: lower acquisition cost, year-round demand capture, and a weekly feedback loop that moves budget toward the channels producing the most first-year revenue."

AT A GLANCE

2022	2023	2023
~1,800	**~9,000**	**~9,000**
inside-sales accounts	inside-sales accounts	inside-sales accounts
~$1M revenue	$6.5M revenue	$6.5M revenue

<30%
Inside sales was just under 30% of Brooks' total customer growth in 2024.

8 providers
The team managed eight significant lead providers across the year.

~70%
Close rate on qualified leads across the inside-sales program.

The growth did not come from one perfect vendor. It came from disciplined attribution, small tests, constant sales coaching, and weekly reallocation of capital — a repeatable operating rhythm any operator can install, covered step by step in this playbook.

1. Start with unit economics, not channel loyalty
2. Run a weekly capital-allocation meeting
3. Use the crawl-walk-run test on every new vendor
4. Diagnose the whole funnel before you react
5. Make local relevance a conversion advantage
6. Run the 30-day operator plan, on repeat
7. See where Apruv fits in the retention story

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UNIT ECONOMICS

Start With Unit Economics, Not Channel Loyalty

Door-to-door and inside sales solve different problems. Door-to-door creates dense neighborhoods and efficient routes, but the acquisition cost is front-loaded. Inside sales is less geographically predictable — but Brooks found it substantially less expensive to acquire an account.

> *The lesson is not "pick one." Use door-to-door for density and inside sales for durable, measurable growth — compare on first-year value, acquisition cost, route impact, and retention, not lead price alone.*

Door-to-Door Economics

- Commissions and overrides can consume 75–90% of first-year contract value.
- Tradeoff is route density — many customers added in one neighborhood at once.

Inside-Sales Economics

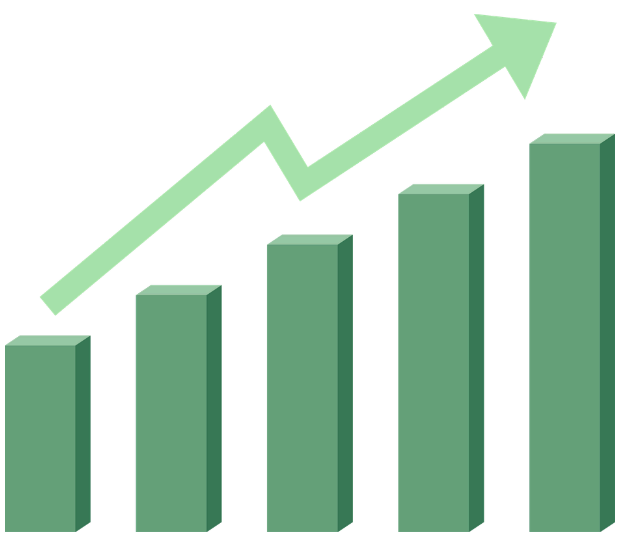
- Fully loaded cost was 35–40% of first-year value in midsummer.
- Winter cost rose to roughly 50–55%; fullyear target: stay below 50%.

WEEKLY RHYTHM

Run a Weekly Capital-Allocation Meeting

Brooks avoids locking every provider into a fixed spend. Each week, the team compares what went in with what came out, then moves budget toward the strongest return.

Minimum provider scorecard: spend, calls & forms received, qualified-lead rate, close rate, new accounts, attributed first-year revenue, revenue-to-spend multiple.



Decision metric: attributed first-year revenue ÷ provider spend. Example: $20,000 attributed revenue on $5,376 spend = **3.7x revenue multiple**. Not profit — a fast comparison tool before fulfillment costs, churn, and overhead. If a 5x provider can absorb more volume, fund it before a 2x provider.

VENDOR TESTING

Use the Crawl–Walk–Run Test

Brooks has tested broadly: four or five Google Ads agencies and roughly 12–13 pay-percall providers. The company retained one standout Google Ads partner and two pay-percall winners.

A strong first week earns another test, not an unlimited budget. Every vendor must prove both performance and scalability.

1. CRAWL
Begin around $500 per week – roughly 5–10 leads, enough for an initial signal.

2. WALK
Inspect lead quality, dispositions, close rate, attributed revenue, and sales-call execution for several weeks.

3. RUN
Increase spend only after performance repeats, then watch for efficiency decay as volume grows

DIAGNOSTICS

Diagnose the Whole Funnel

Brooks' qualified-lead close rate is about 70%. That benchmark helps the team separate a marketing problem from a sales problem.

- Low call volume → reach, bidding, or provider capacity.
- Weak qualified-lead rate → targeting or traffic quality.
- Strong qualified rate, weak close rate → speed-to-lead, call handling, follow-up, or offer quality.
- Good close rate, weak revenue multiple → acquisition cost, average contract value, or channel saturation.

Do not fire a provider because sales had an off week, and do not coach sales around a traffic-quality problem. Track call source, form source, disposition, close, and first-year value in one chain.

LOCAL RELEVANCE

Make Local Relevance a Conversion Advantage

The Google Ads partner that won for Brooks used city-specific landing pages that felt genuinely local — aligning ad, page, and service area instead of sending every market to one generic pest-control page.

- Build and maintain complete Google Business Profiles.
- Create pages and content around specific pests and specific markets.
- Target high-intent, attainable searches before chasing the most expensive broad terms.
- Measure the outcome at the account and first-year-revenue level, not just clicks.

THE 30-DAY OPERATOR PLAN

WEEK 1

Define one attribution model and make every call and form traceable to its source.

WEEK 2

Baseline qualified-lead rate, close rate, first-year value, and provider revenue multiple.

WEEK 3

Launch one or two small provider tests with explicit stop, continue, and scale thresholds

WEEK 4

Reallocate spend, review five lost qualified calls, and document what must change in marketing or sales.

> *Repeat the cycle every week. The compounding advantage is not a secret channel; it is making dozens of better allocation decisions than competitors who review performance monthly or quarterly.*

RETENTION

Where Apruv Fits

Growth quality matters as much as growth volume. Apruv-reported cohort data shared during the interview showed a meaningful churn gap tied to one simple step in onboarding.

46%

lower churn among Brooks customers who completed an AI welcome call, vs. those who did not

~$60K

generated in technician tips through Apruv at the time of the interview

17,000+

Google reviews generated through Apruv

Micah's operating takeaway: Verify gives customers a concise review of what they bought, reduces "he said, she said" disputes, and encourages reps to sell cleaner accounts from the start.

This is an observed association in Brooks' account data, not a randomized test