



DUANE CASHIN

President & CEO of Cashin Sales
Lawn Care & Pest Control Sales Experts

**Elevating Sales Professionalism in the Lawn Care
& Pest Control Industries**

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BIO

Duane Cashin helps lawn care and pest control companies master sales & sales management process with the goal in mind of transforming their sales organization into a sustainable competitive advantage.

Duane's decades of experience span from building sales organizations at Fortune 500 companies to starting and operating small businesses.

For the past six years, Duane has served lawn care and pest control companies exclusively. By analyzing over 2,000 sales calls and working with reps and sales managers one-on-one, Duane has created a proven process that is currently being used by lawn care and pest control sales professionals that consistently generate a six-figure income.

And he's used his knowledge and expertise to help his clients and executive leadership increase profitable revenue, retention and market share.

Through implementing proven sales & sales management processes, Duane supports his clients to ensure they stop winging it and transform their reps into skilled sales professionals.



"We have increased our average closing ratio by 6% which has generated an additional 600K in annual business."

**-Brad Leahy, Vice President,
Blades of Green Lawn Care**

"Since we hired our first sales professional, we had a 12-month annual goal. He's hit 100% of it within 8 months of hire."

**- Ashley Morrison, President,
City Wide Exterminating**

"Duane has changed our team dramatically. We have gone from a 71% closing ratio up to a 75% closing ratio which has resulted in a significant increase in revenues. His knowledge of our industry and commitment to process has driven our team to realize what they are truly capable of achieving."

**- Gil Grattan, CEO,
Virginia Green Lawn Care**

SPEAKING TOPICS

Executing the One-Call Close: Maximizing Your Marketing ROI

Understanding the five elements of the one-call close, creating and selling value, and gaining a competitive advantage in the "commoditized" lawn care and pest control marketplace.

Sales Management: Establishing a Competitive Advantage Through Sales Leadership

Learning and implementing a sales management process proven to create a supportive culture of accountability and performance—without micromanaging your sales representatives.

**Duane has been a featured
speaker at:**

National Association of
Landscape Professionals (NALP)

National Pest Management
Association (NPMA)

Virginia Green Lawn Care

Blades of Green Lawn Care

Big Time Pest Control



Duane is trusted by lawn care and pest control industry leaders:

