



Being a Pest Management PROFESSIONAL

- *Customer Service* • *Image* • *Negative Buzzwords*



The pest control industry has always been a service industry. In today's ultra-digital world it is difficult to gain a marketing advantage. Referrals = revenue. Referrals = higher gross margin business. Improving your company from the inside-out makes perfect business sense. This presentation is designed to give owners, management, CSRs, sales, and technicians the tools to implement better customer service techniques while gaining a better understanding of the market they serve. On the phone, during the sales call, or on the technician service visit what are you doing / not doing that may be costing you business?

Presentation Details:

- ✦ Structural pest control customer demands
 - Consolidation, key drivers, aging workforce, regulatory concerns, etc.
- ✦ UNDERSTAND the new buyer in order to market to the new buyer!
- ✦ Digital EVERYTHING
- ✦ Good service grows reputation & company
- ✦ YOUR responsibilities
- ✦ Word Up Homie...
 - Words that can cause legal issues, mislead, cause fear, arouse suspicion, or cause resentment
- ✦ Maintaining your image
- ✦ Trivialize is way too common in pest control
- ✦ Customer service happens at each and every step
- ✦ Pre-service phone call-communication
- ✦ The service intangibles
- ✦ Perception is reality from the phone to the field,
- ✦ Customer interaction; Conversation/appearance/body language
- ✦ Handling the upset & irate customer

Presentation By:

George E. Williams, ACE
Technical Sales Specialist
Univar Environmental Sciences

DATE: 2/13/2020

TIME: 11am-1pm

**LOCATION: 800 West Cummings Park, Suite 4750, Woburn
MA**

DETAILS:

Please RSVP to info@nepma.org or Marillian@buonopestcontrol.com by Friday February 7, 2020.
This seminar is free for all attendees! Lunch is Included.