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.