Being a Pest Management PROFESSIONAL

Customer Service, Negative Buzzwords and Much More

Presentation By:

George E. Williams, ACE
Technical Sales Specialist
New England Region

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, CSR’s, sales, and technicians the tools to implement better customer service techniques while gaining a better understanding of the market they serve.

Presentation Details:

- Structural pest control market overview
  - Consolidation, key drivers, aging workforce, regulatory concerns, etc.
- Business Planning. What do we think about?
- Population Growth Drivers
- Millennial impact & takeover
- Cannibalization of the Baby Boomers
- Urbanization
- UNDERSTAND the new buyer in order to market to the new buyer!
- Digital EVERYTHING
- Good service grows reputation & company
- YOUR responsibilities
- The pollinator story. Be in the know.
- 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