Mosquito Control

The Pest Management Professional’s Perspective

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Overview

• The Beginning
• The Unknown
• Challenges
• Opportunities
• Results
The Beginning

• 2001 – First West Nile Virus case reported in Georgia.
• Little knowledge of mosquitoes and control.
• Few known options available.
• Few proven control strategies.
The Unknown

• What to charge?
• What products to use?
• How to market?
• What results to expect?
• Liabilities?
Pricing

• Factors to consider
  – Profit
  – Competition
  – Marketability
  – Customer retention
Materials
Marketing

• Existing Customers
• Prospective Customers
• Packaging with multiple service offers
Challenges

• Certification/Licensing
• Training
• Equipment
• Materials
• Staffing
Certification/Licensing

• 1st step was getting individuals the proper license.
• Cat 31 now Cat 41
• Recertification hours
Training

• Training required for sales staff.
• Training required for service staff.
• New requirements for Cat 41, mosquito specific training.
• Additional mosquito training to develop as a result.
Equipment
Challenges
Staffing

- Who will perform service?
  - Current Technician
  - Mosquito Technician
  - Other Cross Trained Technician
Opportunities
Results

• Happy Customers
  – Very low cancellation rates
  – Very low callbacks/complaints

• Happy Technicians
  – Increased route revenues
  – Increased sales commissions
  – Increased positions/jobs

• Happy Sales Staff
  – Additional service to offer/sale
  – Increased sales/commissions

• Happy Company
  – Increased revenue
  – Increased profit
• 35% increase in mosquito revenue over last year.