



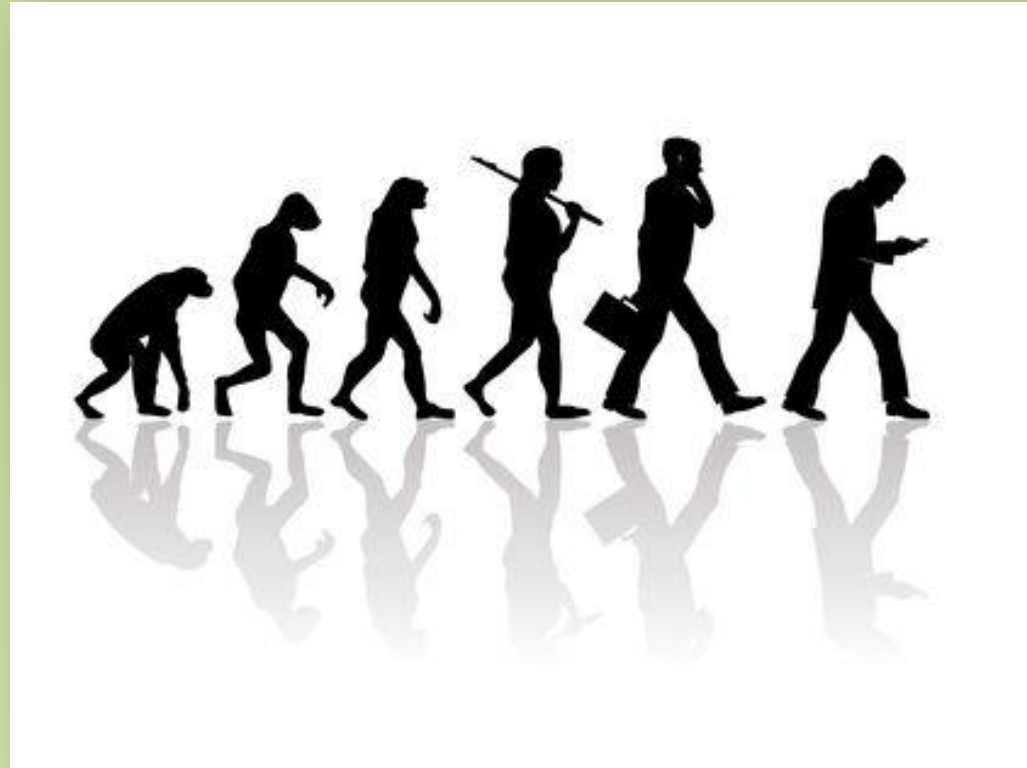
Mosquito Control

The Pest Management Professional's Perspective

Scot Hodges A.C.E.
Learning Technology Manager
Arrow Exterminators

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?

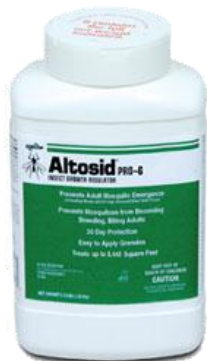


Pricing

- 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

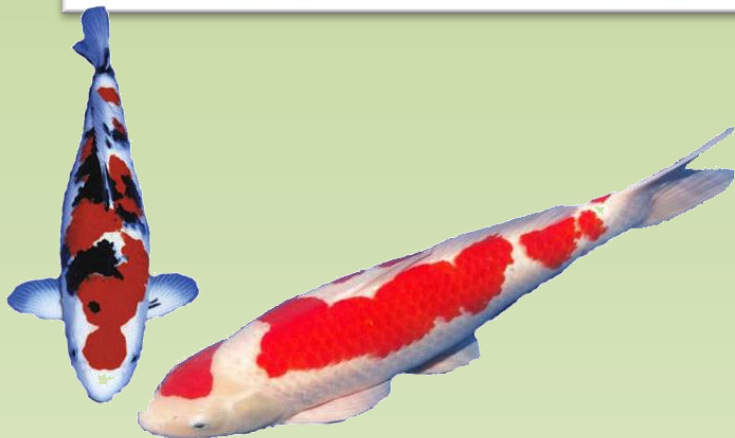
Training

- 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



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



Results



- 35% increase in mosquito revenue over last year.