

Leveraging Entomological Technical Service

Presented by:

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Technical Services Entomologist

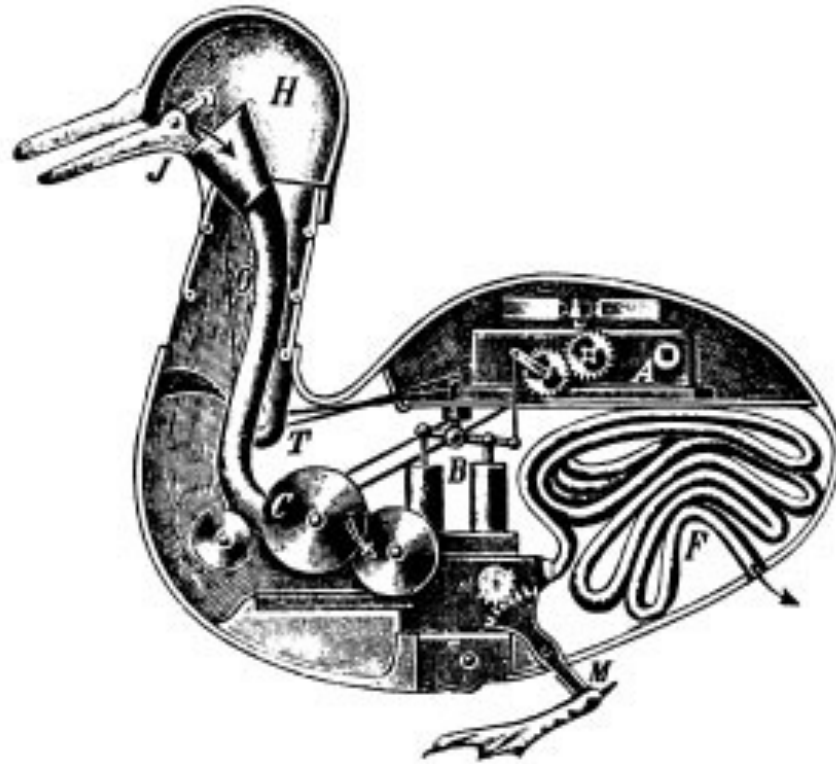
PCO/Vector

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Disclaimer & Reductionism!

The views expressed in this presentation are those of the author and do not reflect the official policy or position of Central Life Sciences.



The Digesting Duck was an automaton created by Jacques de Vaucanson in the mid 1700s in France.

Technical Services Interview



Technical Services Entomologist



What are Technical Services?

15 U.S. Code § 1352 - Definitions

(a) “Technical services” means activities or programs designed to enable businesses, commerce, and industrial establishments to acquire and use scientific and engineering information more effectively through such means as—

- (1) preparing and disseminating technical reports, abstracts, computer tapes, microfilm, reviews, and similar scientific or engineering information, including the establishment of State or interstate technical information centers for this purpose;
- (2) providing a reference service to identify sources of engineering and other scientific expertise; and
- (3) sponsoring industrial workshops, seminars, training programs, extension courses, demonstrations, and field visits designed to encourage the more effective application of scientific and engineering information.

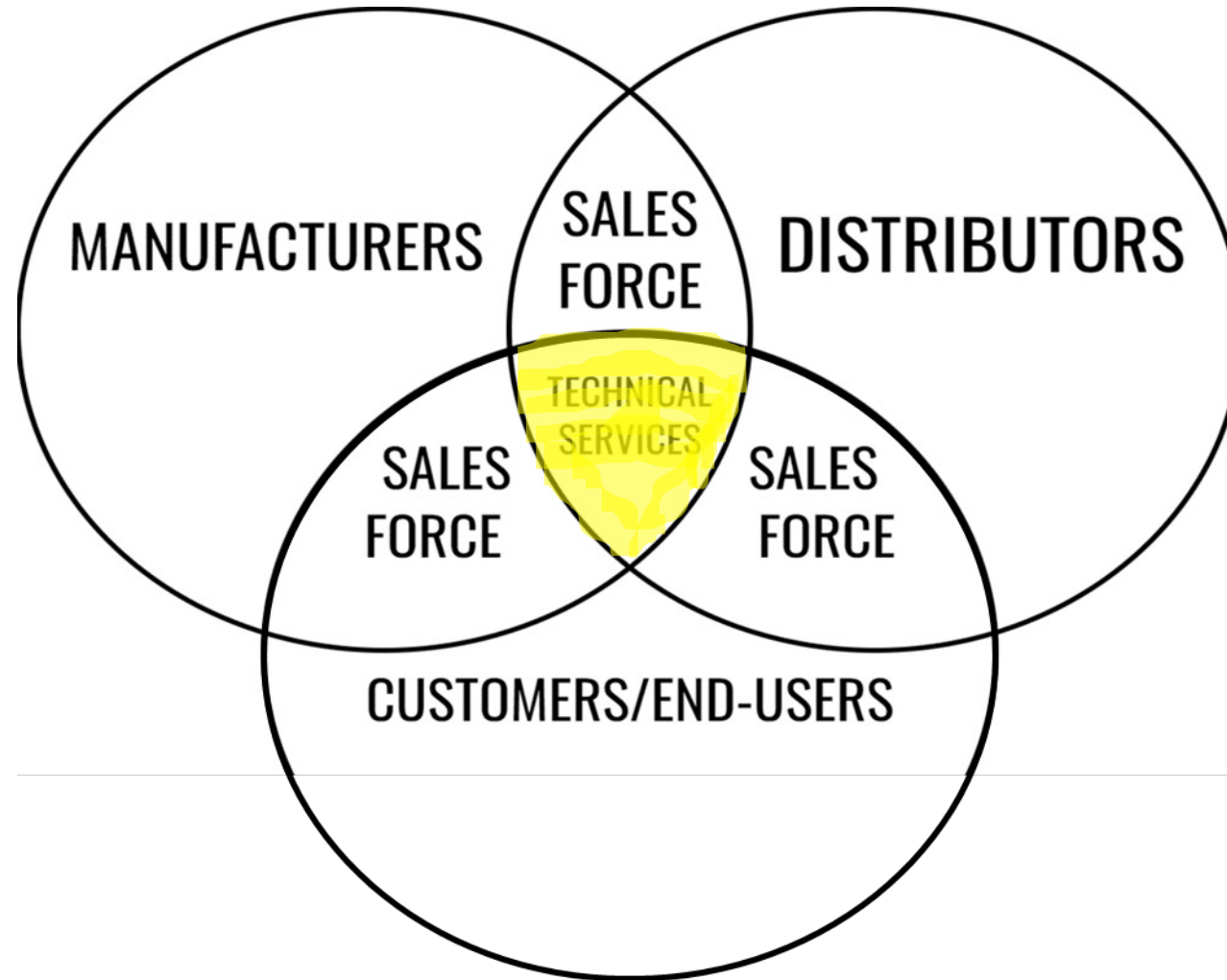
What Are Technical Services Worth?

Because technical services are usually not purchased by end-users, their value for money (or benefit-cost ratio) cannot be directly measured.

—Philip Hider, 2008

- **It's technical...**
- **It's service...**
- **It's often indirect...**

Visual Realm of Technical Services



What Technical Services Should Do

- **Train/exchange information with:**
 - **Sales team members.**
 - **Distributors.**
 - **Other technical types.**
- **Review IPM (IVM) plans & practices.**
- **Present at internal & external events.**
- **Monitor insecticide tolerance & resistance patterns.**
- **Assist w/field studies and bioassay methods.**

What Technical Services Should Do

- **Stay abreast of new technology & methodologies.**
- **Assist sales members w/ end-user issues.**
- **Help w/ label interpretation.**
- **Calibration/Characterization.**
- **Investigate & troubleshoot product failures.**
- **Participate w/ generation of new products (e.g. R&D).**
- **Review research & professional comms (e.g. white papers).**

What Technical Services Do Not Do

- **Sell you products.**
- **Arrange distribution or pricing agreements.**
- **Broker product returns.**
- **Make regulatory or label changes.**
- **Critique or explain competing products.**
- **Buy your loyalty.**

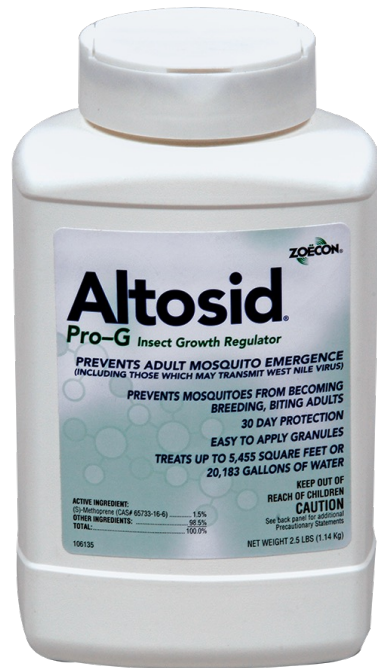
Technical Services Case Study I



Technical Services Case Study I

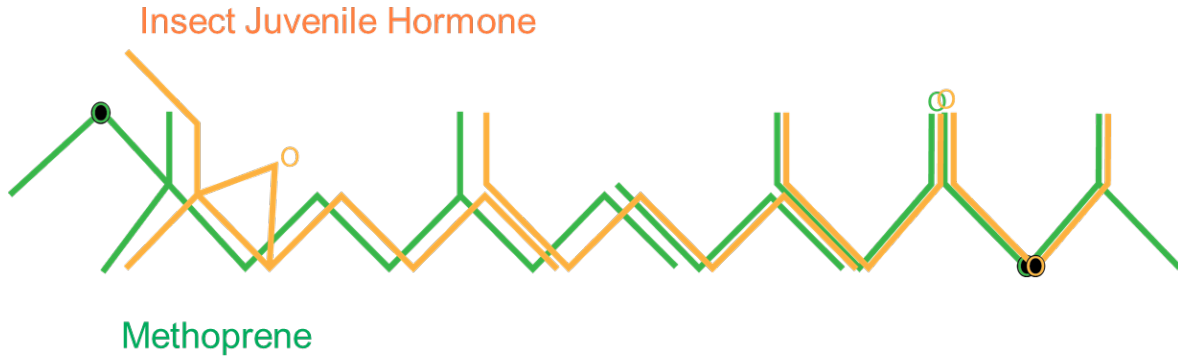


Technical Services Case Study 2

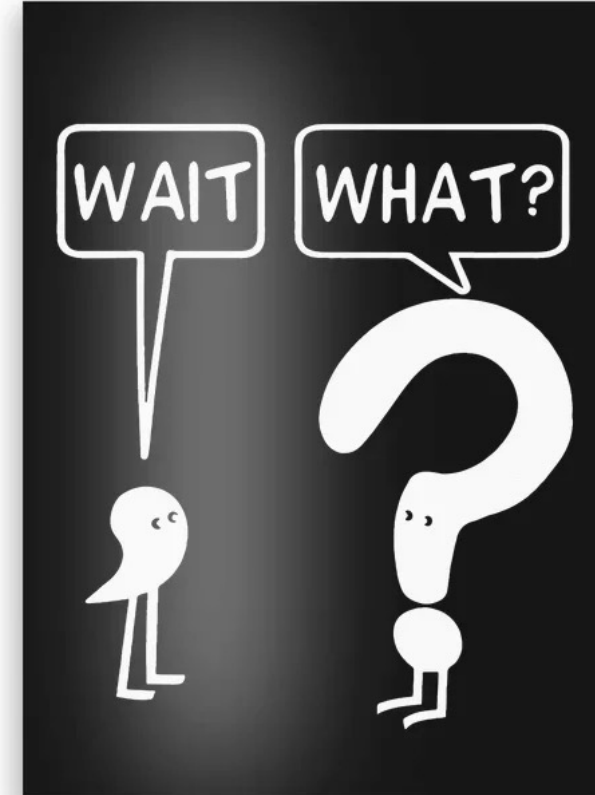


Technical Services Case Study 2

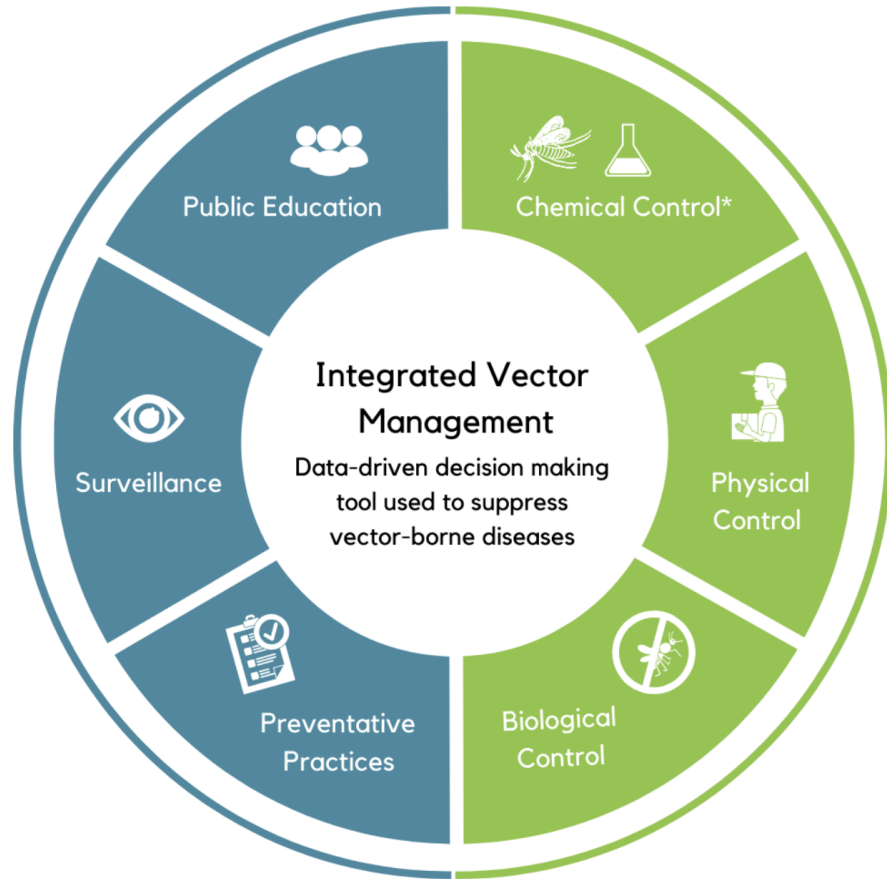
EPA R.E.D. FACTS



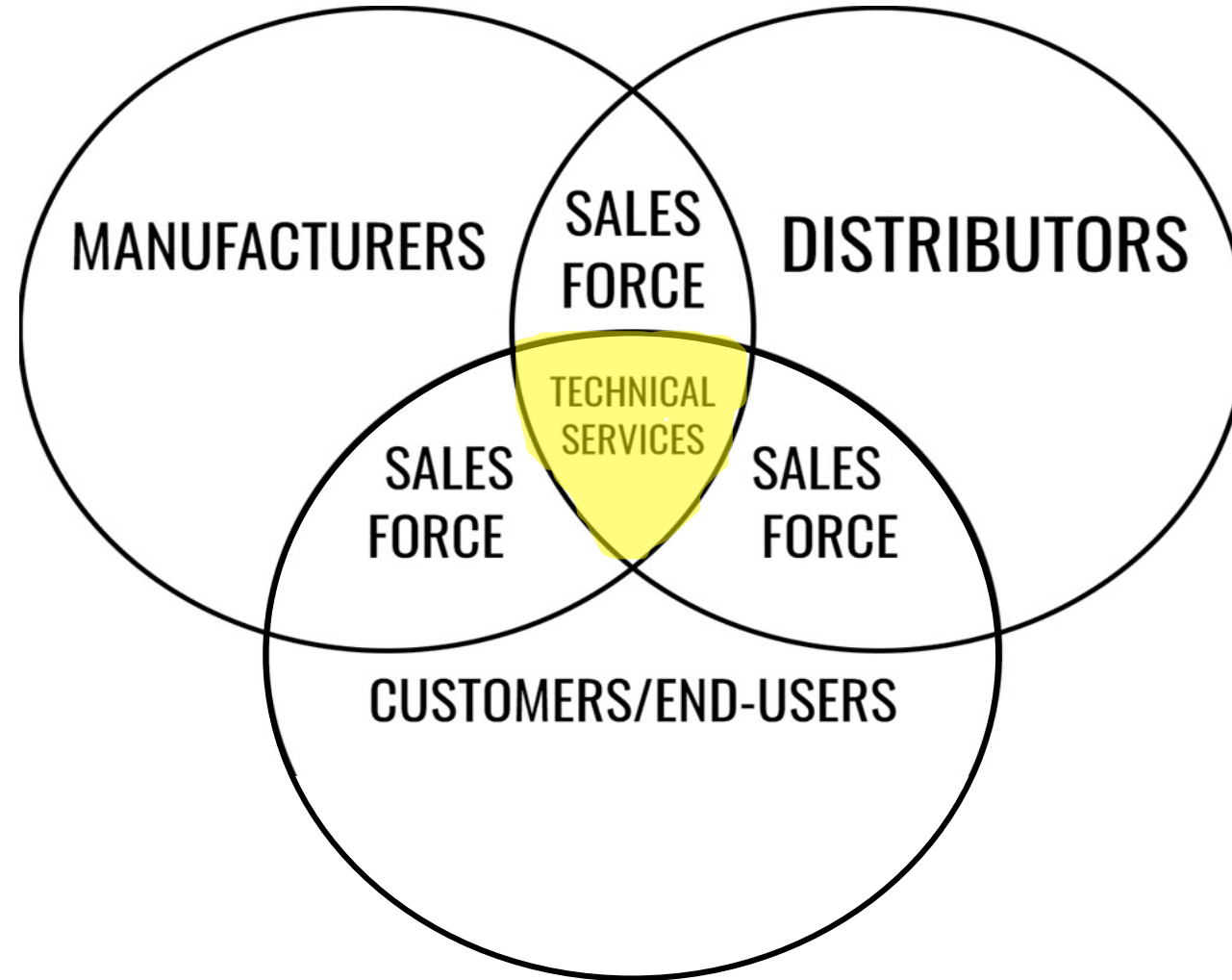
Technical Services Case Study 3



Technical Services Case Study 3



What Can You Do?



Thank you!

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