

# CONNECTION

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## Annual Termite Renewals Challenges Pest Management Professionals

Is your Pest Management business focused on losing money? No? Not sure? To find out, answer the following two questions:

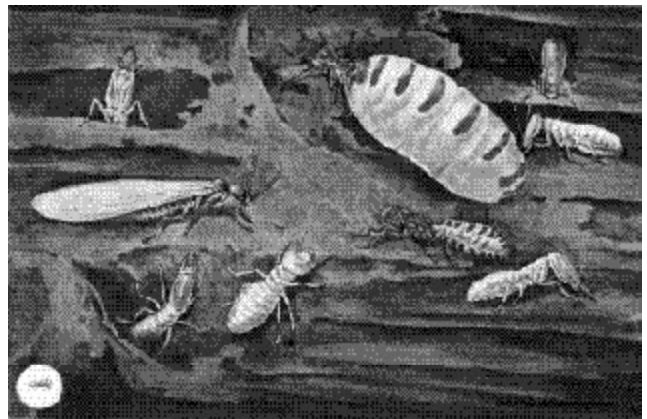
Question 1: In terms of a percentage, how many termite customers renewed their annual termite service with your company last year?

Question 2: In terms of a percentage, how many pre-treat customers are renewing with your company on an annual basis?

Whatever your answers may be to the questions above, if you are not focusing on renewing 100%, then your company is losing money. To make an immediate impact on your pest management business, to impress your boss or to generate more revenue this year, then follow these simple tips for dramatically improving the success of your termite renewal marketing and sales efforts.

### Step 1: Understand Why Your Customers Aren't Renewing

Homeowners may not renew because there has been no evidence of termites for several years or the home is covered but the homeowner does not know about your company and decides that they no longer wish to renew. Maybe the reason is that their home has been pre-treated by your company, and they, again, have no idea who you are and that their home is under a year's warranty with your company. To



put it plainly, most customers do not know the value of their termite renewal unless you tell it to them, loud and clear.

### Step 2: Educate, Educate, Educate

The key to your company's success for overcoming customers' objections to renewing is in your ability to position your pest management business as an objective informational resource. By supplying your customers with objective information about termites, damage statistics, and the potential destruction termites can do, you not only educate your customers in a non-threatening way, but also you sway them to make an informed decision.

### Step 3: Make it Easy and Convenient to Renew

There are many ways you can make it easier for your customers to renew with your company. With more and more homeowners paying bills online, providing an easy-to-use online payment option is

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