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PMP Pest Management PROFESSIONAL

SOLID SERVICE STRATEGIES

COCKROACH MANAGEMENT SURVEY

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MGK offers tips for quick cockroach control

By Dr. Ryan Neff | West Coast Technical Field Specialist

Cockroach infestations can be one of the biggest challenges for pest management professionals (PMPs), especially when they occur in food-handling operations, like commercial kitchens. Left untreated, even for a short time, cockroach populations can grow exponentially and quickly overrun an establishment.

For PMPs servicing food-handling locations, here are some tips and tricks from the MGK Tech Services Team to quickly regain control:

- **Take stock** — All PMPs understand the importance of a thorough inspection and proper pest identification. If the cockroach activity is obvious as soon as you walk in, you know you're dealing with a large infestation and will need the proper combination of products to address it. If pest populations haven't reached nuclear levels, start by placing glue boards to assess the current situation. If after a month

or so the glue boards aren't showing any signs of infestation, you can always remove them.

- **Clean out** — If you enter an establishment overrun with cockroaches, start by knocking down the entire population as quickly as possible. Shockwave Fogging Concentrate, with a flushing agent, adulticide, two synergists, and NyGuard IGR Concentrate, will help reduce cockroach populations and get you back to a maintenance state quickly. Alternatively, you can use a combination product with an adulticide and an insect growth regulator (IGR) to knock down cockroach populations quickly and break the life cycle of future generations.

- **Sanitation** — This might be the biggest obstacle for many accounts. Do your best to convince customers that a thorough deep cleaning and bioremediation service can set them up for future success and keep the auditors and health inspectors at bay. Cleaning

around kitchen equipment and fryers also will help reduce cockroach populations. Remember, sanitation is pest control, too.

- **Follow up** — Once cockroaches are back to manageable levels, it's important to keep it that way. Follow up cockroach cleanouts with baits such as Vendetta Nitro Cockroach Gel Bait or residual sprays such as OneGuard Multi MoA Concentrate. This will further reduce populations and deliver the added benefit of NyGuard IGR. Check glue boards to locate hidden harborages and focus treatments in these areas.

A TRADITION OF INNOVATION

MGK has been helping PMPs control pests for nearly a century, and continues to bring industry innovations to the forefront, especially in the area of cockroach control.

COMING SOON

MGK recently received approval from the U.S. Environmental Protection Agency (EPA) to begin using Sumari Insecticide in areas where food and food products are held, processed, prepared, and/or served, provided the food has been covered or removed prior to use.

This non-repellent provides a long-lasting residual, making it ideal for controlling large cockroach populations in both commercial and residential accounts. Sumari combines the adulticide clothianidin and the IGR pyriproxyfen for maximum control. The water-based concentrate can be used alongside gel baits with no effect on bait palatability or consumption. Contact your MGK sales representative for more information.

We're pleased to partner with *Pest Management Professional (PMP)* to sponsor this year's Cockroach Management Supplement. We hope you will find this report to be both educational and useful for your business, making you even more successful in the coming year.



SOLID SERVICE STRATEGIES

Customers can lead PMPs to cockroach management success and more business

By Diane Sofranec | PMP Senior Editor

There's plenty of pest control work to go around, especially for pest management professionals (PMPs) who provide cockroach management services. But what can PMPs do to receive more calls from new customers and fewer callbacks?

Earl Reed, owner of Reed Services Pest & Weed Management in Albuquerque, N.M., says results matter to customers. He and his son, Thomas, often take cockroach business from other companies that can't

solve the pest problems. The company slogan says it all: "Affordable pest and weed control when quality and results matter."

With more than 30 years of experience, Reed advises, "You have to evaluate the situation before you do anything. You have to talk to the customer."

Setting customer expectations helps avoid misunderstandings that one treatment will eliminate a heavy cockroach infestation.

"Give customers expectations they can deal with right from the get-go," Reed says. "Once you gain their trust, you will be their service provider forever."

TRAIN TO SERVE

A solid service strategy helps boost sales, says Zachary Brown, owner of Clancy Brothers Pest Control in Quincy, Mass.

"We provide a great customer experience by being knowledgeable, resolving pest problems, and keeping our promises," Brown adds. "Customers who have great experiences with us tell their family and friends."

Jerry Vance, the sales, service and technical advisor for NaturZone Pest and Rodent Control in Phoenix, Ariz., points out that stellar service sells. "If you want your company to grow, train and educate your team so they can, in turn, educate your clients," he says.

Training at NaturZone includes: a monthly three-hour meeting that features presentations so technicians can earn continuing education units (CEUs); quality assurance calls to customers chosen at random; truck inspections; reviews on how to read labels, mix formulas and apply products; and conduct safety checks to ensure all personal protective equipment (PPE) is worn as required by the product labels.

"I feel most companies have left their employees behind when it comes to training, and the industry suffers because of it," Vance says. Service professionals need training, he adds, whether they are treating for cockroaches or selling the service.

Vance advises technicians to start with a thorough inspection, and document their findings. "Never get into a routine," he notes. "The same old routine will give false confidence, and you will fail."

Brown agrees. "Cockroach infestations are difficult to control because cockroaches can reproduce and spread quickly, especially in multi-family apartment buildings," he says. "Successful control requires a coordinated effort among property managers, tenants and the pest control company."

LET CUSTOMERS HELP

Matt Walker, operating partner at Pure Pest in Valley Park, Mo., has had success with coaching the businesses his company services. "Our best accounts have people in facilities and operations aiding our efforts every day," he says. "Even the best technician on Earth can't overcome trash left on the floor, dirty drains and food stored improperly."

Walker shares four tips that help his team coach the businesses they serve:

- Determine who the decisionmaker is at the facility you are servicing. Do not assume a person with a title is in charge.
- Learn who the "bug-averse" complainers are in the facility. If you have a callback, from whom will the complaint originate?
- Explain that cockroach issues often originate from conducive conditions. You may be in the facility one

CONTINUED ON PAGE CM4



Jerry Vance



Earl Reed



Zachary Brown

CONTINUED FROM PAGE CM3

day of the month to manage cockroaches, but for the other 29 days, you must rely on those who are always there.

- Document, document, document. Make notes on the discussions you have with your customers, and be sure to follow-up next time you see them on what has been monitored and implemented since your most recent visit.

“We often tell our team that customers don’t care how much you know, until they know how much you care,” Walker says.



Matt Walker

LEARN TO LISTEN

Customers who share what they know about their cockroach infestations can help point technicians in the right direction for effective management.

“Customers often are the forgotten monitoring device. They are the ones experiencing the issues,” says Greg Kelly, operator of Green Kastle Innovative Pest Management in Sesser, Ill. “It’s

important to teach technicians to analyze each situation; while they may be similar, none are identical.”

He says customers offer valuable insight, “especially when the astute technician hears more than is being actually spoken.”



Greg Kelly

Kelly adds that listening to your customers and paying keen attention to what they tell you shows you respect them, “and that allows for teamwork and a better working relationship when solving cockroach infestations.”

Tim Rudisill, director of Services at A1 Termite and Pest Control in Lenoir, N.C., agrees.

“Always ask customers whether they have been self-treating, because if they have been treating with any type of repellent, your inspection just got harder,” he points out, adding that if the repellent pushed the cockroaches into obscure areas of the structure, they will be difficult to find and control.

Finally, asking customers questions and listening to their answers enables you to set expectations for the cockroach management services you offer.

“We should always allow customers to tell us things we already know, and show our concern and interest in their challenges,” Kelly says. “The amount of information gleaned through questioning and listening is as important as — and even a part of — a thorough inspection.” PMP

You can reach SOFRANEC at dsofranec@northcoastmedia.net or 216-706-3793.

MORE ONLINE
For additional obstacles and lessons learned, visit PMPestTalk.net.



Tim Rudisill

Overcoming obstacles at cockroach-infested restaurants

Tim Rudisill, director of services at A1 Termite and Pest Control in Lenoir, N.C., says the worst German cockroach (*Blattella germanica*) infestation he encountered was at a restaurant. For years, a competitor had been providing pest control services, and yet the problem persisted.

“The customer thought it was normal to have cockroaches,” Rudisill recalls. “The technician told him every restaurant has cockroaches, and he should not worry too much about it. And the customer didn’t — until that inevitable day when he served a cockroach to a customer.”

Rudisill says the previous pest control company used a product that was a knockdown agent and not a residual or an insect growth regulator (IGR). Because the cockroaches spread to almost every area of the restaurant, it took two months of weekly follow-ups to gain control when A1 took over the account. A treatment plan that used a combination of solutions — including insecticidal dust, dry flowable bait, gel bait, liquid insecticides, IGRs and glue traps — did the trick.

Earl Reed, owner of Reed Services Pest & Weed Management in Albuquerque, N.M., says he also

served a restaurant with a persistent German cockroach problem that several of his competitors could not solve. Although the cockroaches were everywhere — including inside a telephone — Reed knew he had to be careful around food and food prep areas.

“You have to follow the label, but you have to be creative and get to the areas where insects come in contact with the restaurant,” he says. In no time, the kitchen and dining areas were cockroach-free, but the restaurant’s storage area was a different story.

“I was getting frustrated,” Reed admits. “I asked when supplies were delivered, and I stopped by on a day they received a shipment of beer in cardboard boxes.” He asked the restaurant owner to take everything out of the cardboard boxes, make sure everything was clean, put the beer in plastic bins, and then immediately throw the cardboard boxes into the dumpster.

“She then brought only the clean containers full of the beer bottles into her storage area,” he explains. “After that, the restaurant was completely cockroach-free.” — DS



GETTING THE BUSINESS

Cockroach management continues to be a strong revenue generator for PMPs

By Diane Sofranec | PMP Senior Editor

Pest management professionals (PMPs) who offer cockroach management services depend on their training and treatments for business.

Customers who want cockroaches gone for good rely on PMPs to make it happen, and then reward them with repeat business and referrals.

Pest Management Professional's (PMP's) 2022 Cockroach Management Survey reveals this is the top opportunity for cockroach management revenue growth. The top obstacle, as in years past, is do-it-yourself products that are no match for a PMP's expertise and ability to use a combination of highly effective treatments.

Perhaps that's why more than half of the PMPs who took our survey say they had more cockroach jobs in 2021 than in 2020. In addition, 81 percent expect their cockroach management revenue to be higher this year than in 2021.

Customer response to the economy and coronavirus appears to be improving, as survey respondents report 60 percent of clients neither canceled nor delayed cockroach management services for these reasons. This is a slight uptick over last year's response of 57 percent.

When it comes to customers' aversion to cockroaches, PMPs get the business. **PMP**

You can reach **SOFRANEC** at dsofranec@northcoastmedia.net or 216-706-3793.

5 STEPS FOR COCKROACH MANAGEMENT SUCCESS

Successful pest management professionals follow these five steps when providing cockroach management services, say those who answered *Pest Management Professional's (PMP's) 2022 Cockroach Management Survey*:

- 1 **Inspection** – Tailor your inspection to the premises and take your time. A thorough inspection will help ensure treatments reach trouble spots and convey your professionalism to customers.
- 2 **Identification** – Confirm the cockroach species; consult an entomologist if you are unsure. Knowing the species

will enable you to choose the most effective treatment.

- 3 **Communication** – Listen to your customers and set expectations by explaining what they should look for from your treatment. Educate customers so they can help prevent future infestations.
- 4 **Treatment** – Do not rely on one product or method for control. Be prepared to make changes if necessary.
- 5 **Follow-up** – Cockroach management may take time. Do not stop until you gain control over the infestation.

MOST-REQUESTED COCKROACH MANAGEMENT SERVICE FREQUENCY

- 1 Monthly
- 2 Weekly
- 3 Quarterly

TOP 3 COCKROACH MANAGEMENT DRIVERS

- 1 Repeat business and referrals.
- 2 Control solutions are more effective today.
- 3 Increased awareness of public-health risks.

TOP 3 COCKROACH MANAGEMENT OBSTACLES

- 1 Do-it-yourself (DIY) products.
- 2 Fierce pricing competition.
- 3 Educating home and business owners and municipalities on related public-health risks.

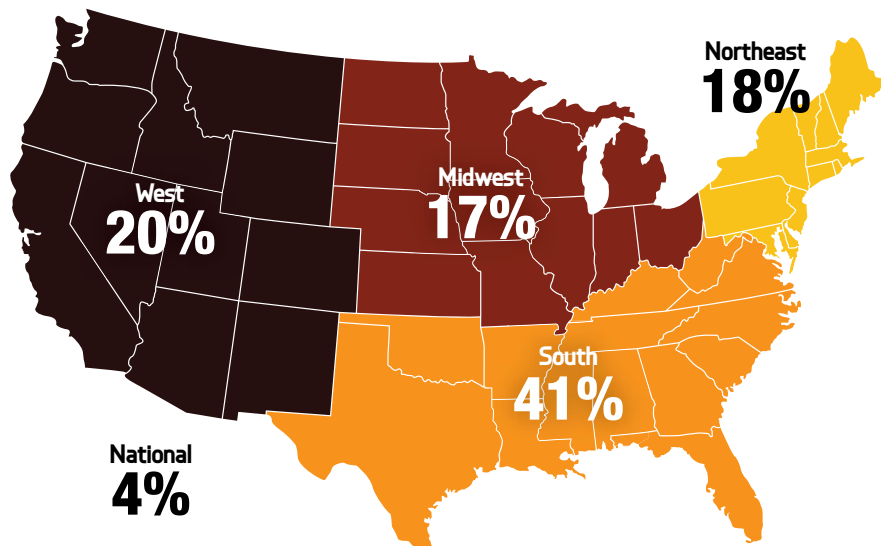
PROFITABILITY BY ACCOUNT TYPE

- 1 Single-family homes
- 2 Apartments & multi-family housing
- 3 Restaurants
- 4 Food-processing plants & warehouses
- 5 Resorts & hotels
- 6 Schools & daycare centers
- 7 Healthcare facilities
- 8 Planes, trains & buses

2022 COCKROACH MANAGEMENT SURVEY

SOURCE: PMP ONLINE SURVEY CONDUCTED JUNE 2022

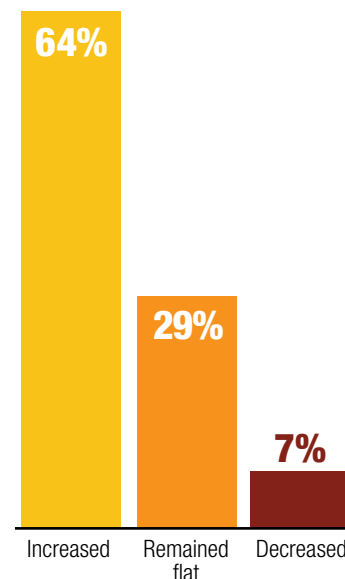
Area of Operations



WEST: AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY
MIDWEST: OH, IN, IL, MI, WI, MN, MO, IA, ND, SD, NE, KS
SOUTH: AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV
NORTHEAST: CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, DC

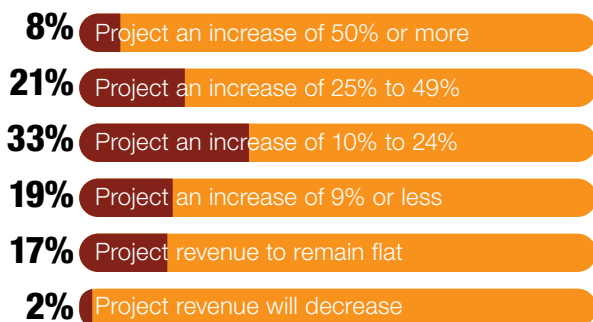
Number of Cockroach Jobs

2021 vs. 2020

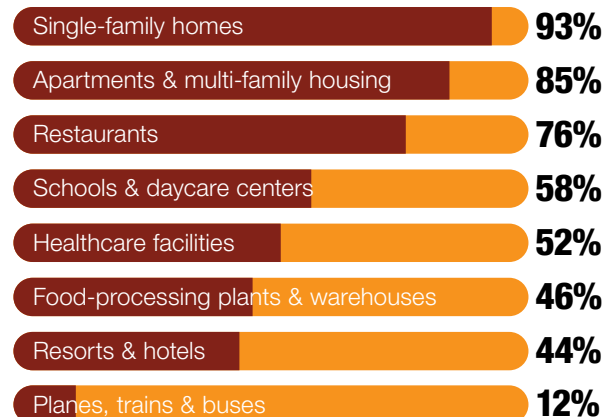


Cockroach Management Revenue

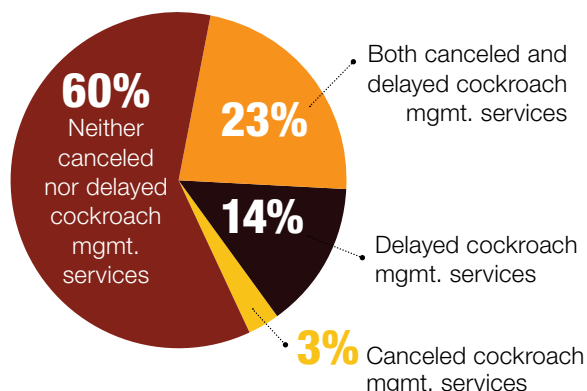
2022 Projections vs. 2021 Actuals



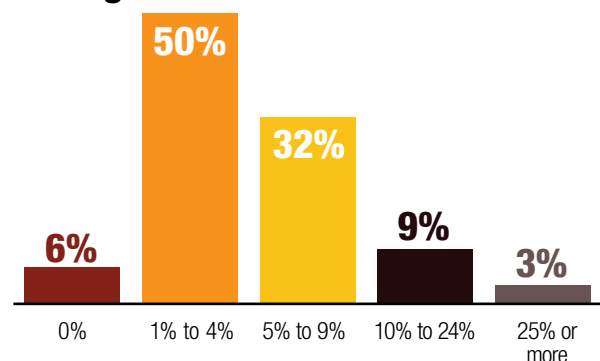
Account Types Served



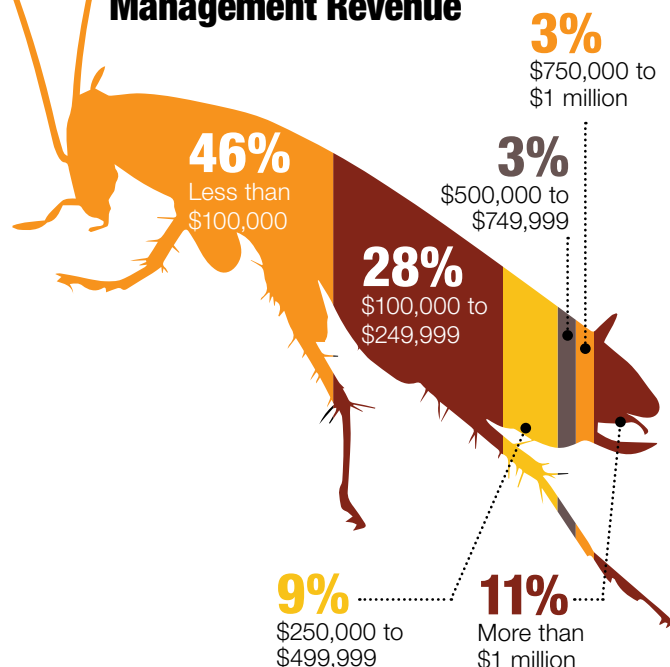
Customer Response to Coronavirus Pandemic or Economic Downturn



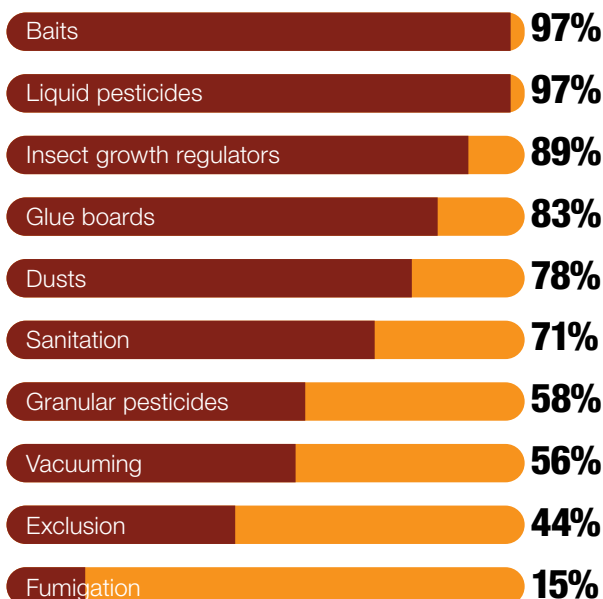
Projected 2022 Cockroach Management Callback Rates



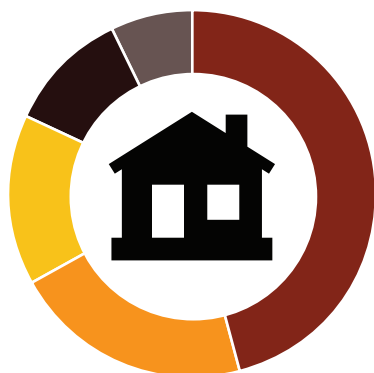
Projected 2022 Cockroach Management Revenue



Cockroach Management Tools & Techniques

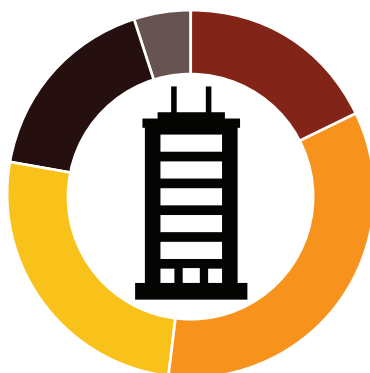


Projected 2022 Cockroach Management Revenue by Structure Type



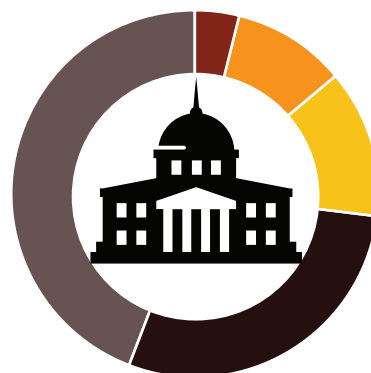
RESIDENTIAL

50% or more of their cockroach mgmt. revenue	46%
25% to 49% of their cockroach mgmt. revenue	21%
10% to 24% of their cockroach mgmt. revenue	15%
1% to 9% of their cockroach mgmt. revenue	11%
0% of their cockroach mgmt. revenue	7%



COMMERCIAL/ INDUSTRIAL

50% or more of their cockroach mgmt. revenue	18%
25% to 49% of their cockroach mgmt. revenue	34%
10% to 24% of their cockroach mgmt. revenue	26%
1% to 9% of their cockroach mgmt. revenue	17%
0% of their cockroach mgmt. revenue	5%



GOVERNMENT/ MUNICIPAL

25% or more of their cockroach mgmt. revenue	4%
10% to 24% of their cockroach mgmt. revenue	10%
5% to 9% of their cockroach mgmt. revenue	13%
1% to 4% of their cockroach mgmt. revenue	29%
0% of their cockroach mgmt. revenue	44%

ROACHES LOVE VENDETTA TO DEATH



COMPLETE COCKROACH CONTROL FOR COMMERCIAL KITCHENS

Only MGK's Vendetta line of baits brings together the quick kill and long-term control you need with multiple modes of action, including NyGuard® IGR. The tasty bait matrix attracts bait-averse and non-averse cockroaches. Cockroach gel baits designed for use in food handling facilities, the heat-stable Vendetta family offers three different baits that address any level of infestation.



Vendetta

Learn more at: mgk.com/vendetta

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