

Customer Communications

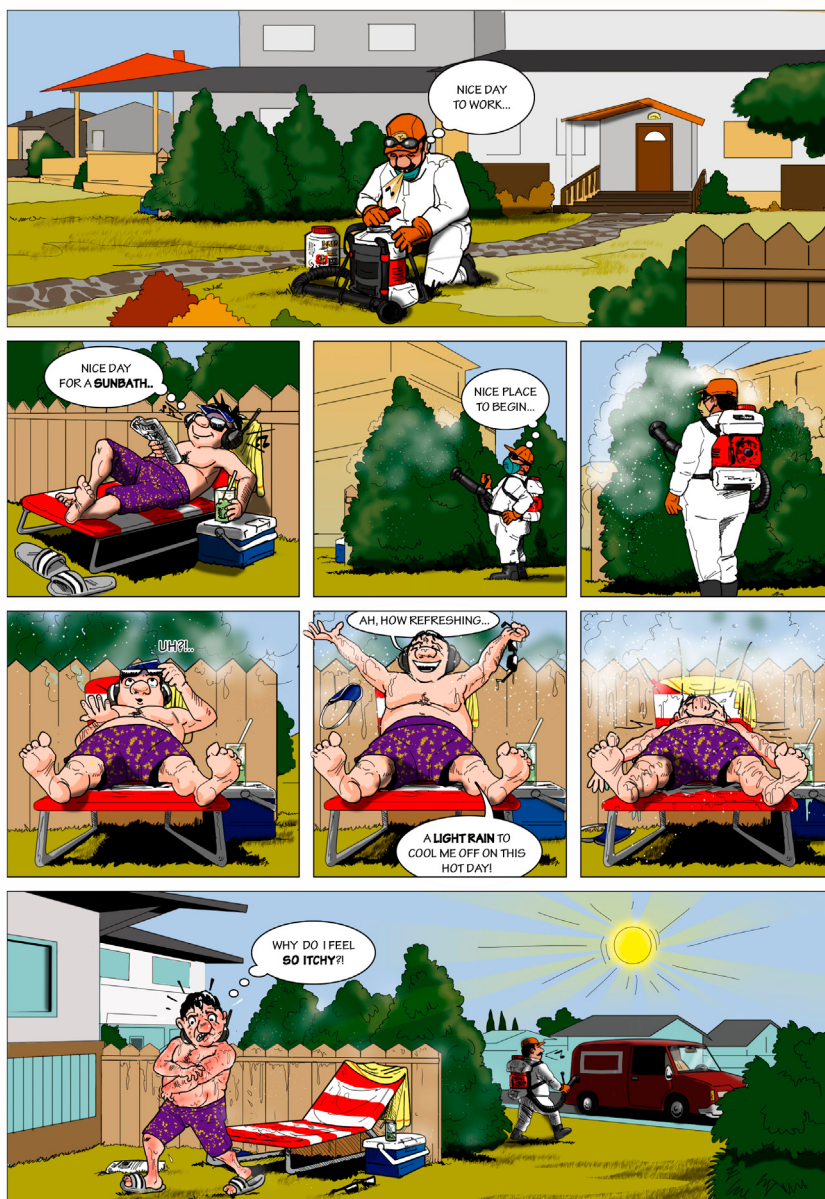
By Christy Jones, BCE,
Technical Data Support Specialist

Communication is the cornerstone of any relationship, including the one between you and your clients.

Customer communication starts before the application is made, by providing detailed information about the chemicals and methods that you will be using. Communicate safety measures, such as removing pets and others from the home during treatment, removing toys, bedding, and other items or debris from the treatment area, covering fish tanks, etc.

After the treatment, give your client clear and direct instructions, such as ensuring people, and pets remain away from the treated area until the space is properly ventilated and/or the surfaces are dry.

Another, often overlooked, part of communication is when an incident occurs. Have a well-defined emergency response plan and communicate it clearly to the customer in the occurrence of an adverse event. This plan should include contact information for poison control that can direct them to seek further medical attention or veterinary care if necessary. Providing a pre-planned follow-up after the treatment is a good way to ensure you are aware of any issues that may arise afterwards. Ongoing communication with your client helps build trust and reiterates your company's commitment to the safety and well-being of all occupants of the treated area, whether those are office employees, families, or restaurant staff. More trust means happy clients and more customer recommendations.



Don't Get Stuck in a Rut!



By Anna Hansen,
Technical Services Support Specialist

We all have things in our daily routine that we can do on autopilot, from brushing your teeth to working the coffee pot to walking. On the one hand, such practiced tasks become second nature, meaning we can perform them quickly and efficiently with little effort. On the other hand, there is potential for complacency. Many accounts don't have active pest pressure at the time of service, making it easy to assume that there won't be anything to find this time. We might be tempted to walk through the account more quickly. Which can work...until it doesn't.

I'm reminded of one of my accounts, a smaller, well-managed paper packaging warehouse. This account never reported any issue in the time I was responsible for it and there was consistently little to no pest activity. It was among my cleanest and quietest accounts. Until one visit, when I chatted with an employee who mentioned seeing "a bug" in the breakroom. I decided to take extra time inspecting and found a dead female German cockroach next to a viable egg case in a drawer I happened to open – not on the monitors I normally check. We always say, "it only takes one pregnant female" and this incident made that very real for me. Eliminating a large pest infestation is immensely satisfying. But so is being able to inform your contact that you caught something before they even knew it was a problem. Even the quietest account can surprise you sometimes, so remain vigilant.

Find ways to vary your routine to avoid complacency. Change direction to see things from a different angle. Pause and take notes throughout the service if you normally document everything at the end. Say what you find out loud, even if just to yourself. At smaller locations or when time permits, consider more than one lap around the premises with a different focus on each pass. For example, at one home you might focus on specific pests (first pass looking for rodent activity and checking bait stations, second pass inspecting for insect activity and removing webs) and height at the next (checking the foundation during the first lap, the soffits during the next pass). Whatever works for you, the most important thing is to be present in the moment.

How to Calibrate Your Sprayer



By Sandra Sleezer,
Technical Services Specialist Manager

Sprayer calibration is important for a lot of reasons and here are a few:

Risks of applying too little

- Lack of efficacy of the product
- Efficacy issues often result in complaints and callbacks, and we all know callbacks are a huge loss of revenue

Risks of applying too much

- Wasting product and therefore money
- Increased likelihood of harm to non-target organisms, customers, pets, and yourself
- Breaking regulatory compliance or local/federal laws

So how do you calibrate a standard hand pressurized liquid sprayer? Let's break it down into some easy steps.

1. Mark off 1,000 ft², traffic cones or tape in a parking lot work well.
2. With the equipment you want to calibrate, time how long it takes you to apply water only to that marked off area.
3. Get a container, a bucket can work well, and apply product with your equipment into the bucket for the same amount of time it took you to spray 1,000 ft².
4. Next measure how much liquid you collected from that sprayer for that amount of time.
5. If you collect about 1 gallon in your container you are in the right range.
6. If you collect more than 1 gallon start at step one again and either increase your walking speed or decrease the amount you are applying with your sprayer. Decreased pressure usually decreases the amount being applied.
7. If you collect less than 1 gallon, start at step one again and either decrease your walking speed or increase the amount of product coming out of the sprayer. Increased pressure usually increases the amount being applied.
8. When you hone-in the amount you apply to about 1 gallon per 1,000 ft², keep that walking speed and amount of product applied by the sprayer and you're good to go!

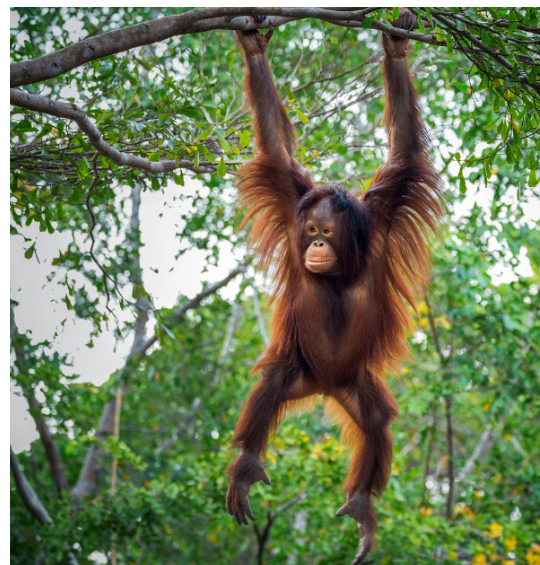
Monkeying Around



By J.B. Howell,
Technical Field Representative

A technician regaled me with the most outrageous story I had ever heard. It was the end of the month and he picked up extra stops to help a fellow technician. He pulled into the parking lot knowing only that the customer was a research facility. Just another stop in a busy day.

He entered the building, checked in with the receptionist and was then allowed to enter through a secondary locked door. Joyfully walking down the hallway with his B&G in hand, he abruptly stopped in his tracks. He could swear he saw something dart behind a potted plant farther up the hallway. Reassuring himself it was nothing he resumed walking down the hall, when suddenly a small orange face popped out from behind the potted plant. He immediately stopped and tried to remember if he had been drinking during his lunch break, which he most assuredly had not. He peered intensely at the mystery plant. Suddenly an immature orangutan jumped into the middle of the hall, arms waving wildly above its head and walking towards him. As he screamed in an extremely manly way, he turned and ran as fast as he could waving his B&G wand behind him for protection.



Upon reaching the main entrance he encountered the rather startled receptionist who assured him that Carl was completely harmless and was only playing hide and seek. Yes, Carl was the Orangutans. The researchers allowed Carl to play in the halls and break room during the day where he would engage in games. The technician thanked the receptionist for the information and promptly left the building to call his supervisor and tell him where he could stick that ticket.

If you are wondering how this relates to literally anything, we can take some important lessons away from this story by looking closely at the events. There was a lack of communication between the regular technician and our hero technician. This was most assuredly a specialty account, which should have been documented on the ticket. Secondly when the technician entered the building the increased security should have prompted some questions. Any problems or concerns should have been gleaned from the receptionist. A short inquiry revealed that the technician asked almost no questions and simply went in search of common areas to treat. Customer communication is absolutely one of the most important aspects of treating. Customers usually know what problems they are having and where those problems are located. Post treatment communication allows the technician to explain treatments and any expectations. A customer knowing that a treatment may take 2-3 days to gain control can save an unnecessary retreatment. Simple conversations can go a long way with customers and their happiness with your services.

TIPS & TRICKS



By Sandra Sleezer,
Technical Services Specialist Manager

Know your pesticide.

Some pesticides work best on immatures, some on adults, and some on all stages. Knowing how your pesticide works will help you determine where and how you use it.

Know emergency measures in case of accidents.

During or after an accident is not when you want to be finding and reading small print on a multi-page label. Have a plan.

Save the emergency number from the bottle of product.

Enter the emergency number from the label on your phone as a contact. For quick access in an emergency.

Being Aware of Your Surroundings



By Thomas Powell,
Technical Field Representative

Sometimes when technicians have a lot of stops on their route, they can feel rushed. But it's extremely important before making any treatment to know your surroundings at that location. That's why MGK always recommends walking around the structure after letting the customer know you are there to do the service. When you're walking around the structure you're looking for items that may need to be moved, wind direction, the presence of children or pets. It's much easier to move a child's toy, dog bowl, etc. when you're not carrying a piece of equipment. Wind direction and intensity are important to make sure your treatment does not drift onto a surface that was not intended to be treated. These conditions can also cause product to drift back onto the applicator. If you don't take the time to walk around the structure it can be too late when you finally realize that there are unsafe conditions to treat. Stress the importance of allowing the product to dry before a pet or child is allowed to contact it. Being aware of your surroundings before making any treatment is part of being a pest management professional.



MEET THE MGK TEAM



Chris Swain, BCE
Director of
Technical Services



Sandra Sleezer
Technical Services
Specialist Manager



Christy Jones, BCE
Technical Data
Support Specialist



Anna Hansen
Technical Services
Support Specialist



Correy Hildebrand
Technical Field
Representative



J.B. Howell
Technical Field
Representative



Ryan Neff, PhD
Technical Field
Representative



Thomas Powell
Technical Field
Representative

Always read and follow all label instructions. It is a violation of Federal Law to use any pesticide product in a manner inconsistent with its labeling. To the extent permitted by law, McLaughlin Gormley King Company and its affiliates extend no warranties, make no representations, and assume no responsibility as to the suitability, or completeness of information contained herein.

Toll Free: 800.645.6466 | **Tel:** 763.544.0341 | **Fax:** 763.544.6437

7325 Aspen Ln N, Minneapolis, MN 55428 | [MGK.com](https://www.mgk.com)

© 2026 MGK. All Rights Reserved. Rev. 0826

