

IMAGE IS EVERYTHING

What does your appearance, and your service vehicle's appearance say to your customers about your service?

Recently I read an article in one of the pest management industry's national trade magazines that discussed how pest management professionals present themselves to consumers; specifically through personal appearance and the appearance of vehicles and equipment. I was very impressed with the article, and would like to reiterate a few of the points

- The lettering and logos on your vehicle reflects your service and your company's image, magnetic stickers advertise that you are a part-timer.
- Make sure that your service vehicle is freshly painted and free of dents and scratches.
- Clean and organize the back of your service vehicle, equipment and supplies in a mess do not send a good message about the quality of your service.
- Roll application hose neatly on a hose reel, small tools and parts should be organized in tool boxes or carrying cases, cover engines or electric pumps with engine or pump covers to protect your equipment.
- If you find that your spray rig is held together with wire, duck tape, and bubble gum; it's time to re-work it. Shoddy looking equipment tells your customer about the quality of your service.

Special Announcement



Stephenson Equipment Company will be closed November 26th, 27th and 28th to celebrate Thanksgiving with our family and friends. We wish all of our customers a safe and Happy Holiday.



Call CALVIN to help
Troubleshoot Equipment Problems.
Monday – Friday 8:00a.m. to 5:00p.m.

RIGGED OUT TIP OF THE MONTH

ENGINES DON'T LIKE TO BE NEKID!! (Naked)

TIPS AND SUGGESTIONS

In our strained economy many of you are holding rigs and major tools together with bubblegum and bailing wire because you did not want a major expense this year.

Remember these things.

- Oct. – Feb. is the time you need to thoroughly go over your equipment to make ready for the next year.
- Find a way to protect spray equipment from freezing Temperatures.
- Protect your engine and pump from the elements. Stephenson Equipment Company has pump covers and engine covers to help protect your equipment now.

When the bubblegum and bailing wire wear out. Remember, I might have some more long term help to offer, that can still help prolong the life of your equipment and save you money!



In 2008 Stephenson Equipment Company created and distributed a digital catalog. Fax us your email address and contact information and we'll be happy to send it to you too!

Company Name _____
Contact Name _____
Email Address _____