



I WANT THE SYSTEM – BUT DOES MY CUSTOMER WANT IT, TOO?

TIPS FROM THE FIELD: HOW TO CONVINCING EVERY CUSTOMER

Imagine you have never made a phone call in your life. Whether it's customers, relatives or friends – you communicate at a distance by mail, because you don't know that the telephone exists. Would you refuse to switch to the telephone if someone introduced it to you? It does the same job as mail: communication over longer distances. Only telephoning is faster, more transparent, more effective – in other words, "**contemporary**". Most people would choose the telephone.

That's often how your customers feel – they don't know that digital trap systems exist. A demonstration **in practice**, coupled with the **appropriate argument**, is in many cases already the decisive part of the persuasion.

In this article, we have collected **tips and tricks for you on how to find the right approach with each customer.**

HIGH INFESTATION PRESSURE – HIGH CHANCES

"When we were able to show this to (the customer), [...] yes, since then we have been a permanent guest there," Niklas Ertan Treu (Bougé Schädlingbekämpfung) recalls his first experience with traplinked's solutions. The pest controller from Aachen decided to use digital traps for the first time during an **acute control operation** in a bakery. Not only did the remotely monitored snap traps lead to a **quick elimination of the problem** – they also served as a **practical demonstration**. Following the acute measure, the enthusiastic baker immediately kept the trap systems for permanent monitoring. **This is by no means an isolated case.**



"We installed 15 traps and **caught three rats in two traps on the first night**," says Sebastian Hackbarth (Hackbarth Schädlingbekämpfung & Wildtiermanagement), describing his latest success. After an ineffective bait treatment by a predecessor, the pest control professional from Sieverstedt had been able to convince his customer to **set up a few digital snap trap systems on a trial basis**. Right on the second day, the customer's skepticism had turned into amazement. "Then came the announcement: please do us a favor, equip the whole plant," Hackbarth sums up. Again, he says, the demonstration aspect was particularly important: **"You show the customer: Look at it, it works."**

It is often worth insisting on trying. Seeing the traplinked systems in action and being able to form your own opinion almost always weighs more than mere words. **Some advantages your customer needs to experience for himself to believe them:** For example, in food operations, the use of snap traps can be particularly effective, since you can use exactly the **food** that already shows signs of feeding **as an attractant**. Remote monitoring and automatic documentation also offer unique advantages such as observing rodent movements. In this way, you can quickly identify **entry gates** and **discover nests** that you would not have found with the use of feeding baits.



FIND THE INDIVIDUAL ARGUMENT

"**There is no customer who doesn't want it (digital pest control),**" says Sebastian Hackbarth confidently. He can easily back up his statement, because the broad **customer base** of the northern German pest control company is **entirely digital**. Digital pest control is an advantage for every customer, he says, you just need to find the right, individual argument.

Especially for customers with **moderate infestation pressure**, i.e. who neither suffer from high infestation pressure nor are completely free of infestation, **the choice of the right approach is crucial**. Ultimately, every customer benefits from digital pest control – but **what exactly does your specific counterpart benefit from?**

Is the customer convinced of your expert standing and money is no object? Then it's an easy case. But usually the situation is a bit more complex.

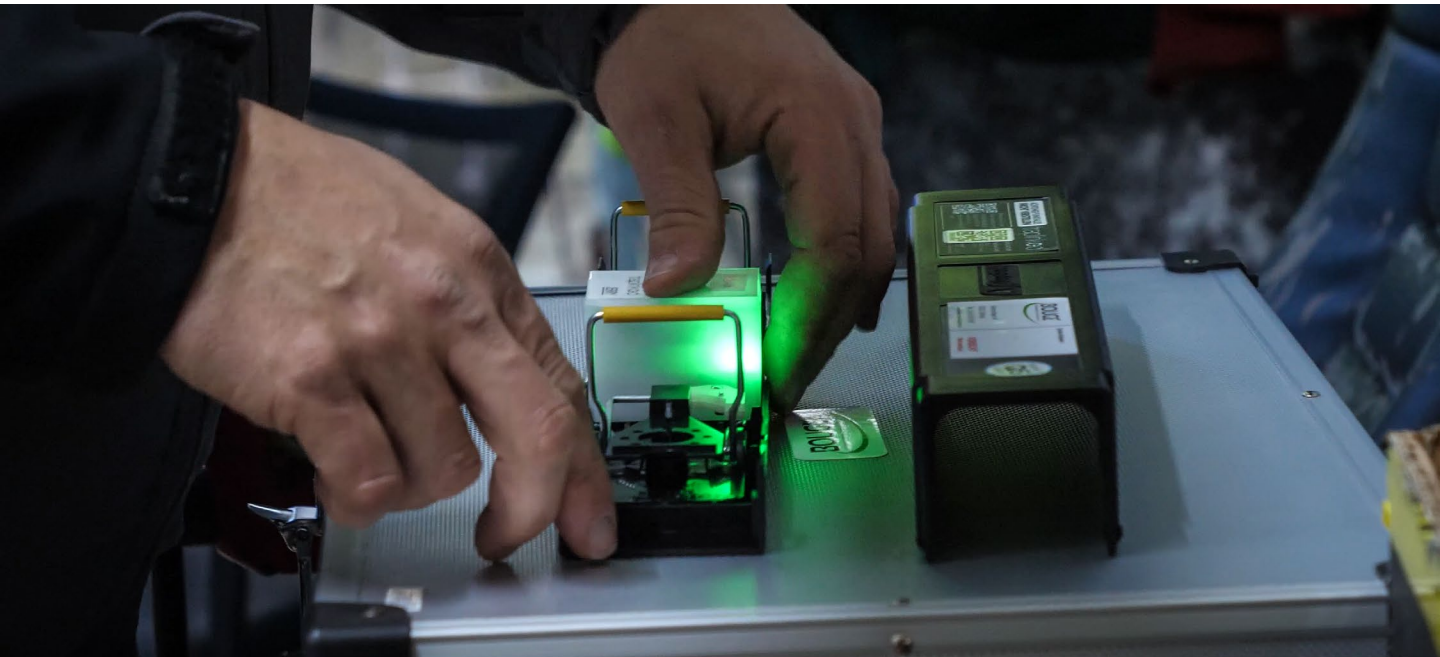
"For another customer, it's what he has in his cash register that counts at the end of the day," Sebastian Hackbarth knows. "But even there, there are ways and means, because we're not talking about costs here, but about investments [...] in his business, in his future and in his turnover." The less damage the customer has to his goods, the better he can sell them and would have fewer depreciation. Here, too, the system pays off, he said.

"Other customers, on the other hand, you can obtain through the points of 'sustainability,' ecological work and environmental awareness," Hackbarth explains. "At the end of the day, it's about satisfying the customer, and **the customer is happy when he has no pests.**" That, he says, is what the argument for using digital traps must always boil down to.

Sonnenburg GmbH from Nordkirchen found a completely different entry into permanent monitoring. Here, a customer did not want to see the lengthy, laborious process of acute treatment with toxic baits repeated and placed an order for a reliable, modern system that prevents large-scale infestations. "It took **a long time** with conventional systems, **with poison baits**, before we had the infestation under control," recalls technical manager Michael Prior. "There must be something better, something simple, **something faster to get such infestations under control quickly and safely**," was the train of thought that led to the traplinked early warning system.

"When we talk to our customers, we try to convince them that this way with digital traps is the way to go [...] it may be a little more expensive, but it offers much more security," Prior describes the company's philosophy. The Sonnenburg company practices this with success: the pest controller has more than 2,000 digital systems in use.

The company SchädEx from Mönchengladbach, on the other hand, looks after a supermarket that uses the automatically documented trap data to prove, through **the traceable movement of pests**, that structural defects in the rented property led to the infestation. In this way, the landlord is obliged to carry out remedial work.



So when you talk to your customer, it pays to **listen carefully and understand the very individual problem that can be solved with digital trap systems**. In the second step, the trial run described above is a good way to demonstrate the benefits of digital traps to your customer in practice.

This is how even difficult customers become happy customers.



NO INFESTATION? OPTIMAL!

Is it worth using digital trap systems if your customer has no infestation? The answer is yes. In fact, when there is no infestation that both you and your customer can especially benefit.

"You say, 'Look, yes, **we have a little higher investment cost, but you have the advantage – your monthly cost goes down,**'" says pest controller Hackbarth, describing his usual reasoning in this situation. "I can offer you a completely different price now because I can do a completely different job.

"By replacing all control points (rodents and insects) with JERRY and TOM sensor modules, you can **theoretically reduce the visit interval to once a year.** This means great savings – both in the aspects of travel costs and working time, but of course also eliminates the need to change bait every month. You can **pass on part of these savings to your customer.** So for them, the monthly flat rate goes down, while the **quality of service goes up** thanks to permanent monitoring and real-time notification.

In addition, there are special customers for whom the use of (remotely monitored) snap traps is already obvious from the regulations, for example in the **pharmaceutical industry** or in **AIB-certified bakeries.**

SUCCESS IS WHEN BOTH BENEFIT

The benefits you enjoy from digital trapping systems are obvious – transparency, fastest response, root cause analysis, automation of tasks that don't require an experienced expert. In short, **digital pest control opens up a whole new way of working for you**. But what tangible benefits can you offer each of your customers as a result? **What problem can you solve?** These are the questions you need to ask yourself in order to share the benefits of digital pest control with a happy customer.

The demonstration, the test run, often plays a decisive role. With the practical deployment kit from traplinked, the "Starter Set", you succeed particularly well in flexible, mobile work. The set contains traps, network devices and also a measuring device to optimize the placement on site. Order comfortably on shop.traplinked.com and try it out! We offer a money-back guarantee on the Starter Set for new customers for the first three months*. So you can convince yourself of the user-friendliness of the leading digital trapping system on the market with a clear conscience.

*We only deduct a management fee of €300 from the refund amount. The returned traps will not be resold.



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Videos cited in this document:

https://youtu.be/3h7MsG_iGs
(Bougé)

https://youtu.be/-zUuxLD_tS8
(Hackbarth)

<https://youtu.be/bQQDXNv3GjM>
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<https://youtu.be/fCQrz6jO54k>
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