



Tips for Selling Lawn Pest Control

LESSON OBJECTIVE: Review some basic product knowledge your employees can use to help customers get rid of pests in the lawn this spring.

ESTIMATED COMPLETION TIME: Approximately 5 minutes for the video. Use the Additional Discussion section to spend more time on this topic.

HOW TO USE: Play the video, then have a discussion time to answer questions and discuss your own product line.

SUMMARY OF POINTS FROM THE VIDEO:

- Get rid of moles by removing grubs from the yard.
- There are also poisons, traps and repellents that can also eradicate moles from a yard.
- Use a spray to eliminate flying insects from the yard.
- Use dunks to kill insect larvae in standing water.
- Use foggers to spray the yard and temporarily clear out insects.
- Use granular products and sprays to get rid of ticks in the yard.
- Always read a product's instructions before using.
- Customers buying a concentrated product will need a dial sprayer and hose.
- Customers buying granular products will need a spreader.

FOR FURTHER DISCUSSION:

- What are the lawn pests common to your area, and what products do you sell to help eliminate them?
- If you don't sell the products listed in the video, what are the alternatives your store carries?

ADDITIONAL TRAINING: Take the Lawn and Garden portion of NHPA's Basic Training Course in Hardware Retailing to learn more about lawn care products.