

## Exercise: Explaining what “quality” means

- List all pest management services you offer:  
General pest, termite, mosquito control, bird control, moisture, weeds, rodents, flies, snakes.
- Using a sheet of paper that has three columns, write three things that describe each service.
- General pest management.

**Function**

Start inside –  
control from outside

Unlimited call backs

Use baiting materials

**Benefit**

You don't see/  
live with them

**Feature**