

**GET 7.5 CEU's  
WITH THIS FREE  
BIRD CONTROL TRAINING!**

 **BIRD•B•GONE<sup>®</sup> Inc.**  
**UNIVERSITY**

**Sign up for our upcoming training!**

## SANTA ANA, CA

**February 21, 2019**

**RSVP: [aroniss@birdbgone.com](mailto:aroniss@birdbgone.com)**

Bird B Gone, Inc. Factory  
1921 E. Edinger Ave.  
Santa Ana, CA 92705



Understanding the nuances of bird control installations, how to attract clients and market bird control are essential components in growing your bird business. With Bird•B•Gone<sup>®</sup> University, your team will learn the basics of bird control from professionally trained bird control specialists!

### **BENEFITS OF BIRD•B•GONE<sup>®</sup> UNIVERSITY**

- Hands-on Bird Control Training at our factory location
- Learn from professionally trained Bird Control Specialists
- Attendees receive certificate of completion; are eligible to become Bird•B•Gone<sup>®</sup> Authorized Installers
- Attendees receive 7.5 CEU's towards CA Pest Control License

### **COURSE OUTLINE**

#### **Sales Training (8:00am-12:00pm)**

##### Marketing Bird Control (8:00am–8:30am)

- Why Customers Need Bird Control
- Networking
- Public Relations
- Advertising
- Sales Tools
- Job Site Promotion
- Target Market Identification

##### Site Evaluation (8:30am-9:15am)

- Site Assessment
- Customer Assessment
- Using the Site Evaluation Form
- Mapping the Problem
- Tools & Access Equipment

##### Bird Biology (9:15am-9:45am)

- Pest Bird Profiles
- Protected Species
- Disease
- Parasites & Infestation

*Break 9:45am-10:00am*

#### **Products/Installation Overview (10:00am-12:00pm)**

- Cleaning/Disinfecting/PPE
- Bird Gels
- Bird Spikes
- Bird Wire
- Bird Spider 360
- Repeller 360™
- Electric Track Systems
- Bird Netting
- Bird Slope
- Solar Panel Bird Deterrent Kit

- Professional Bird Traps
- Mist Netting
- Bird•B•Gone<sup>®</sup> Bird Hazer
- Laser Bird Deterrents
- Methyl Anthranilate Products

*Lunch (12:00 pm – 12:30 pm)*

##### Quoting, Pricing & Proposing the Job (12:30pm-1:30pm)

- Complete Site Evaluation Sheet
- Estimate Cost of Labor
- Estimate How Many Men to Use
- How Long Will it Take?
- Key Questions
- Strategies
- Practice Examples
- Write a Good Proposal
- Make a Professional Presentation
- Demonstrate Solutions/Products
- Ask for the Order
- Follow-Up

*Break (1:30pm-1:45pm)*

#### **Installation Training (1:45pm-4:30pm)**

##### Hands-on Product Installation Training

- Bird Spike
- Bird Slope
- Bird Jolt Flat Track™
- Bird Wire
- Bird Netting
- Drilling/Hardware Attachments
- Cabling
- Attaching Netting to Cable
- Zipper Attachments

**Final Exam (4:30 pm-5:00pm)**



**800.392.6915 | [www.birdbgone.com](http://www.birdbgone.com)**