



I N F O R M

INTRODUCE yourself

Give the **NAME** of your company

State the **FACTS** about the work to be done

Mention the **OBJECTIVES** and benefits of IVM

RESPOND to questions

MAKE a good last impression

A B C

ACKNOWLEDGE concerns

BRIDGE to benefits

COMMUNICATE key messages

KEY MESSAGES

- Apply or treat to remove invasive weeds and brush
- Products are registered with the U.S. EPA and state agencies
- Products meet strict EPA standards and undergo more than 125 tests
- Herbicides provide longer-lasting control, so we'll visit your property less often
- Controlling invasive species improves wildlife habitats, creates biodiversity
- Applicators are trained and licensed



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