

THE TAP[®] TURNKEY PROGRAM

Let Us Help You Build a Successful TAP[®] Program

T·A·P[®]
PEST CONTROL
INSULATION



YOUR TAP® GAME PLAN

**PROTECT YOUR
CUSTOMERS' HOMES AND
GROW YOUR BUSINESS WITH**

T·A·P®
PEST CONTROL
INSULATION

- ☐ Introduction to the TAP® Programs & Review of Expectations (4)
- ☐ Purchase the Sales Kit, Equipment, TAP®, and Supplies or Use an Approved Subcontractor (5)
- ☐ Develop Rate Card, Work Order, Attic Graph, Homeowner Contract, and Workflow Process (6)
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THE TAP® PROGRAMS & EXPECTATIONS

We will schedule a Zoom call to discuss the TAP® Programs, potential sales, material requirements, and expectations preparing to launch the program. Meetings can take 30 to 60 minutes depending on the questions. These meetings are designed for your company's management team to evaluate and determine if the TAP® Pest Control Insulation Program makes sense to participate in. Contact a member of our sales team to set up a call:

Chris White (770) 533-2945 | cwhite@TAPinsulation.com

Stephens Brown (770) 561-3090 | sbrown@TAPinsulation.com



PURCHASE THE SALES KIT, EQUIPMENT, TAP[®], AND ANCILLARY PRODUCTS OR USE AN APPROVED PCI SUBCONTRACTOR

The TAP[®] Sales Kit contains essential tools for the TAP[®] Salesperson. The sales kit is ideal for marketing your new TAP[®] Pest Control Insulation service offering to your customers. Each sales kit comes complete with everything you need to get started. Many of the items included in the kit will be used during sales training.

PCI works exclusively with Krendl Machine Company, who has over 60 years of experience manufacturing insulation equipment. Viewed as the leader in insulation blowing equipment, Krendl manufactures dependable, long-lasting insulation blowers and vacuums. Participating PMPs will also be required to purchase a minimum of two (2) pallets of TAP[®] Pest Control Insulation (enough for 1-2 jobs) and a supply of ancillary products to be used to prep the attics prior to installation.

All insulation blowing machine packages include everything needed to complete your first job:

TAP [®] 575PCO Insulation Blowing Machine*	93 Bags/Hour
Krendl 475 Insulation Blowing Machine	70 Bags/Hour

All insulation vacuum packages include everything needed to complete your first job:

Krendl GV240XT Vacuum*	Removes all types of insulation, including batts
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*Recommended machine

Ancillary products are used to prepare the attic prior to installation and include the TAPcover Recessed Light Covers, JoistMate Attic Safety Platforms, Vacuum Bags, Baffles, HatchMaster Attic Stairway Covers, and Attic Rulers.



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**DEVELOP A RATE CARD,
WORK ORDER, ATTIC GRAPH,
HOMEOWNER CONTRACT,
AND WORKFLOW PROCESS
TO ADDRESS SCHEDULING,
MATERIAL REQUIREMENTS,
AND INSTALLATION**



Once you have the equipment and materials to do your first job, we will send you the templates to help you set up the rate card, work order, attic graph, homeowner contract, and workflow process to address scheduling, material requirements, and installation.

Rate Card

PCI has designed a template to help you develop a rate card for your TAP® Pest Control Insulation services. Utilizing your actual landed material costs, labor costs, and other job-related costs, we can help you determine what you should charge for the service. We even developed a rate card that is easy to use for your team so there is no confusion.

Work Order

PCI has a template work order you can use as-is or customize for your company. The work order is used to make sure you are capturing the details needed for a successful TAP® Pest Control Insulation job. The work order is designed to help the installer understand what the job entails so they know what to bring to the job site and understand any details. The attic graph also works in this manner.

Attic Graph

PCI has developed an attic graph to help not only your customers understand what is going on in the attic, but the technician to understand what they are walking into so they can properly prepare. This graph can be used as-is or to help customize the graphs you may already be using.

Homeowner Contract

PCI has a template contract for homeowners that can be customized for your company. The contract covers all of the important information about the installation. You can use parts of it on your own contract or use the template and change the company to yours.

Workflow Process

It is very important to have a workflow process prior to launching the program, especially if you are using a subcontractor. Without a defined process, customers and salespeople can get lost in the process and become frustrated. In fact, TAP® programs that fail are usually because of the lack of defined workflow process. We will work with you to develop the process that answers questions such as:

- What paperwork is required when a sale is complete?
- How does that paperwork get transferred and to whom does it go?
- Who schedules the job?
- Who makes sure the correct materials are on hand?
- Who is in charge of the install and what happens if there is a discrepancy?
- How does the job get processed after it is complete?



PCI TO PROVIDE VIRTUAL OR ON-SITE TRAINING

Once all of the details are in place, we are ready to get your team trained and ready to sell and install TAP®. This can be done in-person or virtually, depending on schedules and number of people to be trained. Sales training typically lasts for 2 hours and is very interactive. Your team will learn about the TAP® benefits, programs, install basics, measuring, quoting, using marketing tools, and the online tools available. Our team utilizes an interactive platform to keep everyone engaged. The installation training lasts about an hour and a half and covers the equipment use, preparation, safety, attic ventilation, install techniques, and clean up.





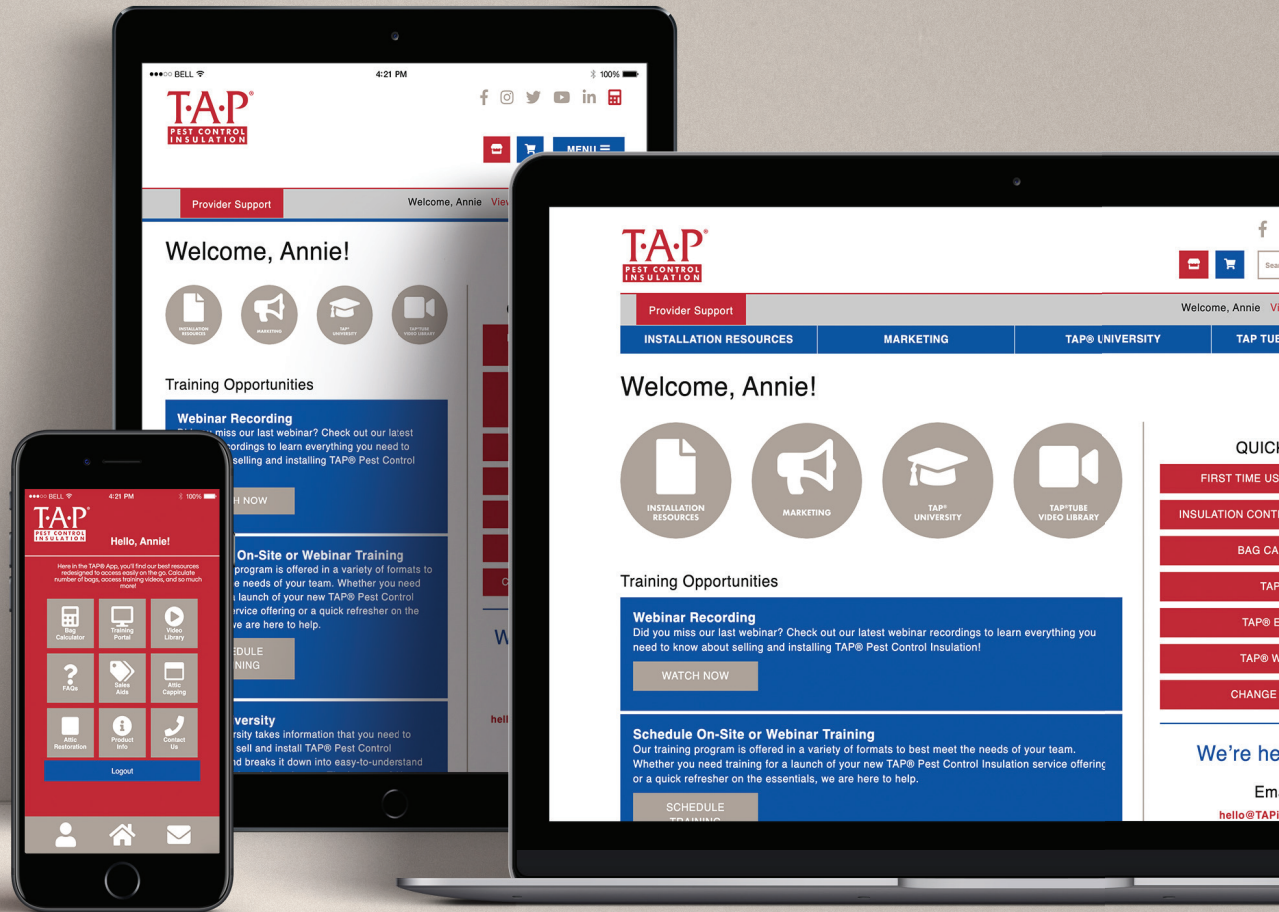
Sales Training

- Potential Revenue
- Benefits of TAP®
- Understanding R-value
- Safety
- Ventilation
- Inspecting the Attic
- Measuring & Graphing
- Prepping the Attic
- TAP® Programs
- Basement & Crawlspace Program
- Sales Tools
- Objections
- Online Resources

Installation Training

- Understanding the Equipment
- Machine Set-Up
- Machine Limitations
- Electrical & Generators
- PPE
- Protecting the Home
- Safety
- Ventilation
- Preparing the Attic
- Installation Tips
- Posting the Attic Card
- Basement & Crawlspace Install
- Online Resources



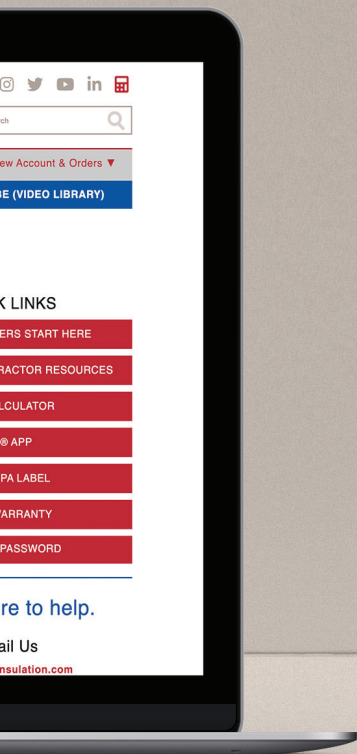


TAP® APP & MEMBER SITE ACCESS

Now that you are an official TAP® Provider, you will be granted access to the Member portion of our website. Here you can find a plethora of marketing, install, and sales information; literature; and videos! There are additional training platforms as well. The TAP® Member Site is only for our providers and is always being updated with additional information and videos.

In addition, we have the new TAP® App. This app is not available in the Apple App Store or Google Play Store because we house it internally so only our providers have access to this valuable tool. This type of app also takes up less space on your phone and is always up-to-date without you having to manually update it. Designed for smart phones and tablets, the TAP® App puts valuable information in the palm of your hand.





CONTACT US WITH FUTURE SALES AND/OR INSTALLATION TRAININGS, TECHNICAL ADVICE, AND GENERAL QUESTIONS ABOUT TAP®



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