

ACCREDITED BY



## QualityPro Cobranding

A copy of the brand guide and all the resources you need are at [www.QualityProTools.org](http://www.QualityProTools.org).

We encourage you to build QualityPro into your company culture. Make this impressive credential part of the reason your employees are proud to come to work and part of the reason your customers choose your service.

### Focus on your website

- Put the QualityPro logo and any earned service certifications on your website
- Build a Featured Company Page for your company at <https://www.npmaqualitypro.org/about-qualitypro/featured-companies/> and link to your featured company page from the logo on your website
- Make sure your company can be found via [www.qualitypro.org](http://www.qualitypro.org) & [www.pestworld.org](http://www.pestworld.org) by adding your company website, phone number and list of service area zip codes to your NPMA member profile

### Focus on your office

- Hang the QualityPro workplace poster on the wall in your office
- Hang your current QualityPro certificate in the office\*
- Record a hold message that talks about your company's QualityPro accreditation

### Focus on Customers

- Get an electronic, customizable QualityPro bid letter and include it in all proposals\*
- Mention QualityPro in a radio ad
- Get a customized QualityPro sales video & ipad sales demo and have sales staff show one to customers (also put it on your website)
- Send out a press release about your accreditation
- Send out an e-mail blast about your accreditation
- Include a copy of the current QualityPro certificate in all site logs\*

### Use the QualityPro and any earned service certification logos on your

- Website
- Business Cards
- Social Media
- E-mail Signature Line
- Fleet Vehicles (either have your graphics company do it or purchase decals)
- Uniforms (either have your embroiderer do it or purchase patches)
- Marketing Materials
- Stationary
- Billboards
- Newspaper ads

### Focus on employee training

- Have all customer-facing employees take the QualityPro exams at [www.npmatrainning.org](http://www.npmatrainning.org)
- Make sure everyone has the QualityPro elevator pitch/QualityPro talking points
- Have managers take the QualityPro Manager Training Course
- Use the OSHA Toolbox in your safety training
- Let CSRs know about [qualitypro.org](http://qualitypro.org) for making referrals outside your service area
- Give a .ppt presentation about QualityPro at a staff meeting

### Focus on Professionalism

- Review the QualityPro Handbook annually to ensure you are in compliance with the latest version of the 16 QualityPro Standards

\* This includes an expiration date. New copies are sent by January 30<sup>th</sup> each year.