

From: Jeffrey Sleete
Sent: Wednesday, May 31, 2023
Subject: Selling Ahead 5/31/23 - August

Monthly: Selling Ahead

look ahead 3 months out at...

- the categories of business which have peak sales periods in that time frame, that you can pre-sell
 - key monthly, weekly and daily special promotional calendar events whose themes you can suggest clients tie into with their advertising campaigns
 - a focus on a specific 3 month out category with suggestions on how to put the data to use
- Selling Ahead** allows a salesperson to get a jump start on a prospects' ad business.

AUGUST

% Of total Sales Year (Hot sales = 8.6%)

Book Stores 12.7%
Office Supply 10.9%
Shoe Stores 10.2%
Jewelry Stores 9.9%
Home Furnishings 9.5%
Men's Wear Stores 9.5%
Paint & Wallpaper Stores 9.4%
Gift, Novelty & Souvenir Stores 9.3%
Auto Dealer Used 9.2%
Gas Stations 9.2%
Sporting Goods 9.2%
Auto Parts, Acc. & Tire Stores 9.1%
Limited Eating Places 9.1%
Family Clothing Stores 9.0%
Used Merchandise Stores 9.0%
Appliance Stores 8.9%
Beer, Wine, Liquor Stores 8.9%
Discount Stores 8.9%
Full-Service Restaurants 8.9%
Auto Dealers New 8.8%
Building Supply 8.8%
Furniture Stores 8.8%
Hardware Stores 8.7%

ALSO...

Airline Services
Amusement/Recreation Industries,
Other
Armed Forces Recruiting
Athletic Footwear/Apparel Stores
Auto Glass Repair Shops
Automotive Body, Paint and Interior
Repair Shops

Awning and Canopy Dealers
Baked Goods Stores
Banks (Community)
Banks (Regional and National)
Banquet/Party Centers
Barber Shops
Bars & Nightclubs
Bathroom and Kitchen Remodelers
Bed-and-Breakfast Inns
Bicycle Shops
Billiard Halls
Bowling Centers
Camping/Outdoors Stores
Carpet and Upholstery Cleaners
Catering/Chef Services/Meal Prep
Services
Children's/Teen Furnishings
Coffee/Tea Shops
Comic Book Stores
Computer, Phone, and Electronics
Repair
Concrete and Brick Companies
Cruise Ships
Dentists and Orthodontists
Direct Auto & Property Insurance
Carriers
Doctors, Neurologists
Doctors, Podiatrists
Document Management, Storage,
Destruction Services
Driving Schools
Educational Supply Stores
Electric Power Generation Companies
Electrical Supply Distributors
Entertainment Centers
Equipment Leasing Companies
Event Promoters
Exam Preparation Services

Fairs and Festivals
Farmers Markets
Fence Contractors
Fireplace and Grill Retailers
Garbage and Rubbish Removal Services
Golf Courses and Country Clubs
Graphic Design Studios
Gun Shops
Hair Removal Salons
Heating/Ventilation/Cooling Dealers
Home Inspection Services
Home Repair and Maintenance Services
Horse Stables.
Hot Tub and Spa Dealers
Hotels & Motels
Insulation Contractors
Insurance Agents/Companies
Juice and Smoothie Bars
Landscaping/Lawn Services
Lawn and agricultural irrigation dealers
Libraries
Manufactured Home Dealers
Marinas
Master Planned Communities
Mortgage Companies
Motor Speedways
Motorcycle Dealers and Repair Services
Movie Theaters
Moving and Storage Services
National Parks
Optical Stores/Optometrists
Outdoor/Patio Furniture Retailers
Pain Management Clinics
Painting and Power Washing Services
Party/Event Planners
Performing Arts Companies
Pest Control Services
Pet Waste Removal Services
Photographers and Photography Studios
Pizza Restaurants/Delivery
Plumbing Supply Showrooms
Powersports Retailers
Prefab/Modular/Mobile Building Manufacturers
Private Investigators
Roofing/Siding Contractors
RV/Camper Dealers

Self-Storage Businesses
Soccer Specialty Stores
Sports Instruction and Recreation - Extreme Sports
Surf and Dive Shops
Tattoo and Body Piercing Shops
Title Companies
Towing Services, Roadside Assistance]
Toy Manufacturers
Trailer Dealers
Travel Agents
Tree Services
Tutoring and Extended Education Services
Veterinarians
Water Utilities
Water Well Drilling Contractors
Window Coverings Stores
Zoos and Aquariums

Key Promotional Calendar Events you can sell into for: **AUGUST**

MONTHLY EVENTS

American Adventures Month
Black Business Month
Children's Eye Health And Safety Month
Children's Vision And Learning Month
Immunization Awareness Month
National Minority Donor Awareness Month
Spinal Muscular Atrophy Month

WEEKLY EVENTS

World Breastfeeding Week 8/1 - 8/7
Assistance Dog Week 8/6 - 8/12
National Aviation Week 8/13 - 8/19
National Bargain Hunting 8/14- 8/20
Be Kind To Humankind Week 8/25 - 8/31

DAYS

1
National Night Out
2
Ice Cream Sandwich Day

3
National Watermelon Day
4
Coast Guard Day
Chocolate Chip Day
5
National Oyster Day
National Mustard Day
6
Root Beer Float Day
7
Frozen Custard Day
10
National Smores Day
11
National Panini Day
13
National Filet Mignon Day
15
National Relaxation Day
16
National Roller Coaster Day
National Rum Day
19
National Hot and Spicy Food Day
20
National Bacon Lovers Day
21
Sweet Tea Day
24
Peach Pie Day
25
National Whiskey Day
26
National Dog Day
27
National Burger Day
28
Cherry Turnovers Day

●August is a great month for outdoor enthusiasts. **American Adventures Month** celebrates vacationing in America and is a good opportunity to reach out to recreational vehicle dealers, adventure planning travel agents, hotels and motels - any business that provides option sand

services for vacationers. Other opportunities may exist with sporting goods stores for those camping supplies, hiking gear or outdoor sporting needs.

●Keeping our children's eye health a priority is important. Reach out to optical good stores, eye glass retailers, doctor's offices, and lasik eye treatment centers for **Children's Eye Health and Safety Month.**

●**National Bargain Hunting (8/14-20)** week is perfect to tap into local retailers who are having back to school clothing deals or sell school supplies. Don't forget to consider thrift and sporting goods stores for prospecting.

●Everyone loves their dog and this month boasts **National Dog Day (8/26)**. Use this as an opportunity to reach out to businesses like local pet stores, pet supply stores and veterinarians.

Category Focus: **AUGUST**

Pest Control Services

*There are around 28,849 pest control businesses in the U.S., employing around 137,309 people.
(Source: IBISWorld)*

*Busiest seasons for bed bug management services: summer, 26%; fall, 9%; spring, 8%, winter 8%, no seasonal difference, 49%.
(Source: Pest Control Technology)*

A study has shown that there are six distinct seasons for pests:

*Shelter Season (Jan. - Feb.)
Swarm Season (Mar. - Apr.)
Breeding Season (May - Jun.)
High Season (Jul. - Aug.)
Prep Season (Sep. - Oct.)*

Invader Season (Nov. - Dec.)

*The major market segmentation for pest control companies: Residential homes, 68.0%; commercial establishments, 28.4%; government institutions and not-for-profit organizations, 3.6%.
(Source: IBISWorld)*

*Common pests that prompt calls to pest control companies: bed bugs, termites, cockroaches, ants, rodents, flies, mosquitoes, spiders, fleas, ticks, beetles, gnats, centipedes, millipedes, stink bugs, etc.
(Source: Orkin)*

*The products and services segmentation of the pest control business: Insect extermination and control, including cockroaches and ants, 48.2%; rodent extermination and control, 13.8%; termite control, 12.8%; bed bugs and mosquitoes, 7.4%; other services, including bird-proofing, 17.8.
(Source: IBISWorld)*

*Products used by pest control professionals when managing a cockroach infestation: baits, 93%; liquid pesticides, 93%; insect growth regulators, 85%; glue boards, 74%; dusts, 73%; sanitation, 68%; granular pesticides, 55%; vacuuming, 53%; exclusion, 44% and fumigation, 14%.
(Source: Pest Management Professional)*

*Products used by pest control businesses fighting a bed bug infestation: pesticides, 95%; preventive bed bug inspections, 57%; vacuums, 57%; monitors and isolators, 54%; glue boards and traps, 52%; heat equipment, 35%; steam equipment, 32%; K9 scent detection, 20%.
(Source: Pest Management Professional)*

Termite control services offered by various pest control companies: post-construction

*termite treatments, 92%; termite renewals (re-inspection for an annual fee), 86%; pre-construction termite treatments, 77%; borate wood treatments, 58%; inspection or "monitoring only" services, 52%.
(Source: Pest Control Technology)*

Weather-related events are a threat to this industry and have a negative impact on sales. Players in this industry have reported dealing with hurricanes (40%), ice storms (28%), droughts (27%), and tornadoes (5%) in the last year.
(Pctonloine)

Side Bar:

Cost is a big barrier to hiring a pest management professional. It's important that these professionals demonstrate value to appeal to cost-conscious consumers.

Demand is on the rise for eco-friendly services. Professionals should market any environmentally conscious services or practices they use. Also, as awareness about "green" services and products may be low, these businesses can establish themselves as a knowledgeable resource on the topic.

Increasing awareness of mosquito control is a trend in this industry, whether it be employing a company or providing tips for those who want to use DIY techniques. State officials are also hiring pest control services to spray storm basins and other public locations for mosquitos.

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