

Sales pitch leads to go-to product

Barricor SP provides answers for Ohio pest management firm

Sometimes, a great salesperson can make a big difference. According to Mike Grace, it was a Bayer salesperson who recently showed him a new path to success.

The salesperson visited Grace, president of TNT Exterminating Inc. in Macedonia, Ohio, last year and suggested he try Barricor SP by Bayer for TNT's pest control maintenance program. Grace respected the sales rep so much that he agreed to give the product a chance.

"I don't change products just for the sake of change, or even to get something for 10 cents cheaper," Grace says. "But we trusted the sales rep, and Bayer is a standup, quality company."



TNT added Barricor SP to its summer maintenance program, which involves power spraying the exteriors of homes and buildings. The firm targeted a wide range of pests, including carpenter and odorous house ants, carpenter bees

and spiders.

Then Grace waited by the phone for customer callbacks — but the phone was mostly silent.

"The customer will be the first one to let you know if a product isn't working, and with Barricor SP, we hardly received any calls," Grace says.

Barricor SP has become TNT's go-to product for basic residential service. That's saying a lot, because Grace, during his more than 35 years in the pest management business, has seen myriad products hit the market. And as the former president of the Ohio Pest Management Association and former chairman of the Ohio Professional Applicators for Responsible Regulation lobbying group, he knows the industry.

It didn't take long for Grace to recognize that Barricor SP was perfect for TNT's year-round maintenance program, used



by proactive customers wanting to keep pests away before they turn into problems. Barricor SP is labeled for a broad spectrum of pests, including cockroaches, house flies, millipedes, earwigs and silverfish.

Barricor SP is designed to be effective on complex surfaces like mulch, gravel, concrete, turf, landscaping ornamentals and plantscapes. Also, the label has no signal words and no personal protective equipment (PPE) requirements.*

Grace appreciates the fact that Barricor SP doesn't cause skin irritation. He also likes the packaging. The product comes in quarts instead of gallons, which allows Grace to monitor the amount technicians are spraying and better control his inventory.

If that's not enough, Grace says Barricor SP is long-lasting and holds up against the Ohio weather. That's vital, because most of TNT's maintenance work involves outdoor treatments. Cold-weather applications are key, he says, because most spring and summer pest infestations stem from failure to act in winter.

"Barricor SP simply fits our niche," Grace says. "That's a big part of why we like it."

And it all started with a salesperson — and, of course, the reputation of Bayer.

"Bayer has positioned itself as a leader in the market with a lot of representatives out there, plus the company is involved in the industry," Grace says. "There is value beyond pricing."



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SP

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Always read and follow label instructions.

*Always comply with state and company policy regarding PPE.