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## Florida Firm Adds Value to Customer Relationships

By

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JACKSONVILLE, Fla. — According to John Cooksey, vice president and entomologist at **McCall Service** in Jacksonville, Fla., the only way to distinguish your business in a competitive, dynamic industry like pest control is to add value to the services provided. And “the best way to add value” is to use quality products and provide quality service, he said.

At McCall Service, a number of factors impact product buying decisions including field performance, ease of use and manufacturer support. “The chemical you pick (to recommend to a customer) can make or break you on a job, depending on how well the manufacturer can back you up,” John Cooksey added. That’s why McCall Service enjoys working with **Bayer**, which offers a range of products and services – from training and technical support to customized sales materials and innovative pesticide formulations – through its Total Lasting Control™ (TLC) program. In addition, Bayer has the broadest product line in the industry, offering a product for virtually every pest problem in a wide range of different formulations.



The current generation of Cookseys keep up the family tradition at McCall Service, Inc. Pictured are (l to r) John Cooksey, Bryan Cooksey III and David Cooksey.

Customers expect their pest management professionals (PMPs) to provide more than simply a solution to their pest problems. Customers look to the pest company’s salesperson to sell them a certain degree of security. On the job, PMPs will perform better with the confidence that the chemicals they use will be backed up by the manufacturer and that a support system exists when they need help onsite. PMPs also can relay these messages to homeowners to add value to the work they do.

For McCall Service, a second-generation company based in Jacksonville, Fla., one way it adds value to its termite control services is by offering Premise®, a non-repellent termiticide, as a treatment option. “This year and last, Premise was utilized on a substantial amount of our termite treatments,” John Cooksey said. Backed by Bayer, Premise has an attractive “price point” that adds value to the customer relationship, according to David Cooksey, vice president of McCall Service.

The true economic value of Premise, however, really shows when measured in terms of efficacy and the ease with which PMPs can use it. “You just drop the required number of water soluble packets of Premise into the tank,” John Cooksey said. “The technicians don’t have to worry about spillage, and with Premise, we don’t have call-backs.”

McCall Service also relies on Premise and the ‘Bayer’ name to sell peace of mind customers need when faced with a termite treatment. “The label is environmentally friendly,” says David Cooksey. And when label updates become available (for example, when drywood termites were added to the Premise Foam label), McCall Service technicians relied on their Bayer ES representative AI Turner for the proper training and tips for closing the sale. “By being available for sales and training, AI gives us the confidence that we don’t have to worry so much about (additional) liability,” John Cooksey says.

Premise Foam, the only non-repellent termiticide available in a portable 18-ounce can, is pre-mixed for perfect consistency, thereby eliminating set-up time, mixing concerns and bulky equipment. Designed for targeted applications, Premise Foam expands at a rate of 30:1, delivering a lethal dose of imidacloprid to hard-to-reach areas such as well voids, termite galleries and floor joists, and is another way to add value to the customer relationship.

For more information about Premise Foam or any of the products in the Bayer ES product portfolio, visit

[www.bayerprocentral.com](http://www.bayerprocentral.com).