

Termite Swarms Down, Sales Up?

Tennessee PMP Sees Increases with Preventative Sales Efforts

Termite swarm season was a bust this year in northern Tennessee. It was fairly bad the two years before as well. But that didn't stop Scott Barnes of Gray, Tennessee-based Barnes Exterminating from increasing his termite business the last three years.

How did Barnes buck the trend and actually increase sales with fewer termites doing damage? Simple – he didn't wait to see termite swarms before offering his customers a preventative treatment option.

“Our customers have responded incredibly well to preventative termite treatment,” says Barnes, whose 22 employees cover eight counties in northern Tennessee and southwestern Virginia. “I've worked for more than 20 years to build trust and

credibility with my customers, so when I explain to them that a preventative treatment is a good option, they believe me.”

Barnes and his staff explain to customers that while termites may not be present at the inspection, the best way to prevent future termite damage – and have peace-of-mind as a homeowner – is to protect their biggest asset from future termite activity. And, he adds, the quarterly inspection of the bait stations reassures customers that their home is being monitored on an ongoing basis, and the quarterly visits offers Barnes Exterminating personnel another contact opportunity with those customers.

Barnes exclusively uses the Advance® Termite Bait System (ATBS) from Whitmire Micro-Gen on



Linda Bowmen (left) has been the office manager at Barnes Exterminating for 19 years and Chris Carrier (right) has been manager for 20 years.

Pest Management In Action

all his termite accounts. Barnes began using ATBS in early 2004 and the company now treats several hundred homes per year with the Advance baiting system.

"I am impressed by the design and construction of the stations and I like the dual bait system," Barnes says. "They are easy to install, easy to check, and it's easy to replace the components. It was a no-brainer for us. ATBS is the best bait system available."

Barnes attributes some of his success to the unique way he structures his business. There are no staff members with the title of "salesperson," and there is no sales manager. Every employee is responsible for selling. This approach, Barnes says, means that employees feel more invested in the company and all of them can explain and answer customer questions about the products and services the company offers.

This approach requires Barnes to carefully mentor and train his employees. Whitmire Micro-Gen's



"They are easy to install, easy to check, and it's easy to replace the components. It was a no-brainer for us. ATBS is the best bait system available."

-Scott Barnes

focus on training and customer support, Barnes says, has been an important element of helping the company sell ATBS during modest termite swarm seasons.

"The training is top-notch and the marketing materials have been invaluable. We use the customer DVDs, statements stuffers, magnets and door hangers to help us sell and service with Advance and those materials have been instrumental in our success."



Barnes began using ATBS in early 2004 and the company now treats several hundred homes per year with the Advance Termite Bait System.



800-777-8570

www.wmmg.com