

PROFITABLE PRODUCT\$

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Q&A with B&G's James Rodriguez, ACE

How do B&G's products save pest management professionals (PMPs) time and labor?

As just one example, our new Pressurizing Tank Top (PTT) maintains optimal pressure in the PMP's sprayer — from the time it's filled to when it's empty. There's no need to stop and pump during the service call; the PTT does all the work. This saves PMPs the time spent stopping to pump, and wear and tear on their shoulders and backs. The five-and-a-half minutes wasted by stopping and pumping can be used to improve the overall treatment and customer service.

How does it save PMPs materials?

The PTT provides consistent flow of formulation to the nozzle, ensuring a uniform spray pattern and better control. When you combine a uniform spray pattern with a PMP who can remain focused on the treatment, surfaces will be treated efficiently and effectively. There will be less overapplication because of pumping interruptions, and fewer callbacks because of a poor spray pattern. Better application uses less insecticide, and yields better results.

How does it save PMPs money upfront?

The PTT replaces the standard pump mechanism on B&G stainless steel sprayers, eliminating the cost of downtime and replacement parts for the pump mechanism. The failed old check valve or cracked pump tube that previously interrupted treatment is no longer an issue — saving PMPs hundreds of dollars on annual maintenance and replacements.

How does it help PMPs generate more revenue?

A PTT on a PMP's tank reduces the total time it takes to service an account. The PTT will save five minutes per account each day. If there are 10 accounts per day, that equates to about 50 additional minutes to conduct more inspections on each account, or to service more accounts. The first day on the job with a PTT permits a



PMP to concentrate on application.

Now there will be time for other aspects of the service call, such as inspection and monitoring, and opportunities to address potential problems or discuss prevention measures with the

customer. Providing on-site expertise and locating or preventing new problems can reinforce the quality of service. Customer satisfaction results in customer retention.

In what other ways does B&G make companies more profitable?

We believe the PTT will influence the professional image of PMPs. This is a 21st-century addition to the B&G sprayer, which has long been the symbol of professional pest control.

The first day PMPs have the PTT on their tanks, customers will notice and ask about it. This creates an opportunity for PMPs to explain the benefits of the PTT — and that's when the customers will realize they are receiving quality service. That's profit for the long-term.

Rodriguez is B&G's national sales manager.

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