



A Veseris customer growth story

From three techs to the Top 100: Gaining the guidance to grow

Customer

Jason Payne
President, Payne Pest
Management

Challenge

Find the right products and guidance to navigate San Diego's complex, heavily regulated market.

Solution

Gain hands-on purchasing, training, and operations support from Veseris' industry experts.

Results

A #90 placement in PCT's Top 100 List with multiple business locations serving all of Southern California.

Finding the way forward

Densely populated and temperate year-round, San Diego is a major hotbed for pest activity. Combined with the strictest label regulations in the country, it's an especially tough place for smaller businesses to keep up with the constant stream of operational challenges.

Jason Payne wanted to take Payne Pest Management to the next level. So he reached out to the only industry partner willing to help his family-owned business: Veseris.

“Veseris helps me with more than orders and shipping info. It's the whole picture, from pests and training to regulatory changes and inventory management.”

Getting the complete package

Jason and his team turned to their Veseris rep as their primary source of industry information. No matter the ask, they were able to work together to find a solution — helping with everything from managing pest pressures and regulatory changes to getting product promotions and shipping updates.

As the PPM team grew, so did Jason's reliance on Veseris. Jason and his managers continue to use PestWeb to manage their just-in-time inventory, aligning their techs' routes with local ProCenter locations for product pickups. And with multiple PPM locations separated by California traffic, PestWeb also provides a way for the entire team to stay on the same page for training, products, and regulations.

A bigger business — and reputation

In just four short years, Jason's team grew from three employees to over 50. PPM now serves all of Southern California with new locations in Orange County and Los Angeles. And most recently, the business was recognized for its explosive growth with a #90 ranking in PCT's prestigious Top 100 List.

Jason's not done yet. He's doubling down on his lean, organic approach to growth — with the support of his customers, his team, and Veseris.

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How can Veseris make an impact on your business?

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