



A Vesperis customer growth story

Growing a greener business with In2Care mosquito traps

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Customer

Lisa Botts
Founder and Owner,
Peacock Pest Prevention
Cypress, Texas

Challenge

Find a greener mosquito control solution that is both effective and manageable for a solo operator to set up and service.

Solution

Sell, install, and service In2Care mosquito traps as a customer add-on with support of a hands-on Vesperis sales rep.

Results

Financial stability thanks to significant sales uptick and increased penetration into a lucrative suburban Houston market.

Starting from scratch

When Lisa Botts left a large pest control company to launch Peacock Pest Prevention in 2017, her goal was to offer more natural pest control solutions to her Houston-area customers.

“I became active in social media groups for moms, getting involved in pest conversations, and answering questions. 80% of my business comes from women and they all say the same thing — they want to get rid of bugs without harsh chemicals around their children.”

Based on her own experience, Lisa agreed.

“I did a lot of mosquito spraying in my previous jobs. I always hated carrying a backpack sprayer — I’m a tiny person and it’s a lot of weight. Then there’s the noise and odor of the gas engine and having to wear a respirator. But my biggest problem with misting is that it kills non-target pests. I wanted something greener.”

“When [my rep] Sydney introduced me to In2Care, I was ecstatic. A green solution that’s effective and easy to sell and service. My customers love it.”

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Pointed in the right direction

In search of better answers, Lisa turned to Vesperis. Her sales rep introduced her to In2Care mosquito traps — a system that lures in gravid mosquitoes, kills their eggs, and helps neutralize other nearby breeding spots.

“When Sydney told me about In2Care, I was ecstatic. At first, I wasn’t 100% sure what I was doing because In2Care is so different. But Sydney came with me on calls and walked me through In2Care setup. She showed me where to place units, how to set it up, how to sell it, how to educate customers. That’s amazing customer service.”

Growing greener

Thanks to Vesperis and hands-on help, Lisa has a solid understanding of how In2Care works, and how she can effectively sell and service the system for residential customers, daycare centers, wedding venues, outdoor restaurants and more.

Better yet, Lisa has seen steady growth for Peacock, now in its third year. “This year I’ve sold another 75 In2Care systems — it’s an easy add-on and all my customers love them. Now, my husband can quit his part-time job at Home Depot and come work full-time for me!”

Learn more about In2Care mosquito traps, available exclusively from Vesperis.

Visit In2care.org or PestWeb.com/in2care-trading

