

# Target Specialty Products™ **VALUE-ADDED SOLUTIONS** Make Sexton One of the Preferred Providers in the State

**A**S A LEADING PROVIDER of pest management and turf & ornamental products, application equipment, supplies, and education and training programs, Target Specialty Products™' business philosophy is grounded in customer relationships, innovation, and supplier partnerships.

"Innovation in a rapidly changing world leads to better solutions for our customers and helps them improve customer service, customer retention, efficiency, and profitability," said Target Specialty Products' Interim President David Helt. "Additionally, it is through supplier partnerships that the company can offer its customers a broad line of the best and latest products in the industry and access to those suppliers' technical expertise." All of this then enables Target Specialty Products to partner with and guide its customers in better business decisions and solutions, and more efficient ways of serving the needs of the industry.

Having been a customer for more than 10 years, Phoenix, Arizona-based **Sexton Pest Control** Owner and President Kent Sexton, Sr., has seen that relationship as providing extensive value for his company. "Target Specialty Products and our representative, Ruth Leo, provide solutions for my company with products, supplies, equipment, education, and training," he said. "Ruth often will bring new items to my attention that are up and coming, and she always goes above and beyond to be sure we have all the best equipment and education to be one of the best providers in the state."

Leo is empowered to run her territory as she sees fit, and although Sexton has been with her a long time, she said, "I

am never complacent. I don't take any of my customers for granted; I know Target Specialty Products is a choice they make every day." Many years ago, she received a placard from Buddy Reid that reads, 'Others.' "It rides with me every day and reminds me to think of Others rather than myself," Leo said. "That mentality fits at Target Specialty Products. They encourage me to take care of Sexton Pest Control and the rest of my territory, so I do so with pride."

It is through its broad range of technical, industry, and business experts that Target Specialty Products is able to go far beyond providing products to its customers to provide a full range of solutions. "Led by Director of Training Sylvia Kenmuir, Board Certified Entomologist, who is well known and well respected in the industry, our fully staffed, dedicated training department offers a wide range of training workshops and other learning opportunities," Helt said. Additionally, the company provides a fully functional e-commerce website to supplement the customer relationship and buying experience.

Such offerings have been so beneficial to his company that Sexton refers other pest control companies to Target Specialty Products "whenever the opportunity presents itself," he said. "Target Specialty Products has been a great provider for us for many years."

"I think the greatest value they have provided has been Ruth Leo," he added. With many companies, the customer becomes just a number, but not with Target Specialty Products, he said. "With Ruth as our representative, we are not a number; we are part of Ruth's family.



Thinking of Others first is a key component of Target Specialty Products' service-driven mission.

And Ruth is an honorary Sexton Family Member as well."

And the future of the company's supplier and customer relationships is just as bright. The company recently updated its five-year vision centered around the pillars of being a *service-driven, value-added* service provider with *best-in-class digital platforms*, through which it will optimize its North American footprint, grow its market presence, and drive customer loyalty, Helt said. "We are really excited about the future of this industry, and the role that Target Specialty Products will play in that future," Helt said. "With a focus on our seven core values related to service, relationships, and teamwork, we are confident that we will deliver the best solutions for our customers, and a valuable network for our suppliers." ■



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