



Getting the Business

Sales and Marketing Processes

Tactical Processes:

1. Referrals

Expand our network of outreach to prospective clients by collecting contact information from property owners or managers we have served or are currently serving asking them about renewing the relationship.

2. Design Evolution and Concept Development

Create buildable design solutions that will exceed client expectations.

3. 3 Year Evaluation

Reveals what works and what doesn't. Reveal how our plantings and concepts mature. Acknowledges the effectiveness of our maintenance and our ability to understand the impact of our concepts on lifestyle enhancement and the appropriateness of our choices made throughout the design process. Includes an in-person client survey.

4. Design Presentation for Estimating with Take-offs to Salesperson

Present design with materials and labor estimates.

5. Calculate Material Requirements to Build Final Design Concept with Labor Hour Estimate

Using take-offs from plan calculate all of the materials required for construction.

6. Present Design for Review to Department Leader and Salesperson (at around the finish of first draft)

A collaborative design process that is influenced by the salesperson for adherence to client desires, buildability and brand aesthetic.

7. Plan Presentation to Salesperson

Communicate the plan and connect it to the emotions uncovered at the sales call.
Present, connect move prospect to committing to the Construction Agreement.

8. Design Review with Project Manager and Buyer

Review unusual design concept or materials with Project Manager for potential problems with execution and or purchasing materials.

9. Site Analysis

Exploration of the site, existing conditions, its limitations in terms of the suggested concepts and its relationship to surrounding sites. Recognition of the buildings within the site, geographical features within the site and how the site interacts with the surrounding environment and the community, where applicable.

10. Program Development Sales Designer to Landscape Designer

Clearly communicate client and salespersons objectives through the exploration of intended use, functionality, needs, and desires for the areas of the property considered in the design. The basis of an exploration of possible concepts and design aesthetics for garden areas that will exceed client expectations.

11. Design Capacity Analysis

Match capacity to projected workload using expected lead generation and qualifying rates as guides. Keep waiting times for designs to the agreed upon length.

12. Assigning, Monitoring and Scheduling Design Work

Ensures brand adherence, a collaborative design and sales process, and smooth workflow.

13. Post Construction

Helps us learn from what worked and what didn't throughout the process from sales to design to construction.

14. Subcontractor Relationship Development

Keeps connections to our strategic partners strong. Encourages networking and sales opportunities for both companies.

15. Customer Complaint

Follow up on complaints and satisfy concerns.

16. Sales Projections

Set sales goals monthly, quarterly, and annually.

17. Website Development

Maintains website representing our brand promise and company values on the site. Ensure we are best demonstrating our commitment to the company's values, passion and meaning to our employees, our prospective clients, shareholders, suppliers, and the community

18. Social Media Brand Communication

Develop and monitor the brand message. Cultivate marketing strategies to advance our brand promise to the community, through our employees and strategic partners. Analysis of brand integration through the 4 core functions and the company's systems.

19. Adult Enrichment Classes

Educating interested students about horticulture; and our prospective clients about our culture and unique approach to the services we offer through adult education opportunities in the communities throughout our service area and online.

20. Website and Social Media Analytics

Understand the effectiveness of our web presence through analysis of site traffic and SEO

21. Blogging

Write current, valuable, 'key word' specific, content optimized for the web to attract inbound qualified leads to your website.

22. Contract Development

Producing Agreements that exemplify our brand promise and company values. Writing, tracking, and improving our Proposals.

23. Sales Metrics

Creates metrics for conversion rates, response times for getting back to prospects through each step of the sales system.

24. Pricing Proposals

Formulaically converts plans, specifications, and material lists to labor and material prices. Ensures the required margins are met and the salesperson understands the value of what we are providing our clients.

25. Lost Lead Follow-up

Find out why we were unable to help with their landscape needs. Determine the reasons we failed to convert.

26. Service Renewals

Approaching clients who have not renewed our services by engaging them directly through written, phone, or in-person, communication.

27. Direct Mail

Expand our sphere of influence and increasing awareness by sending them content about our company directly through the mail.

28. Print Ads

Expand our sphere of influence and increase awareness through the use of print ads targeting our best clients. To negotiate the best placement and rates for promoting our company in publications whose readers match the demographic, geographic and psychographic profiles of our best customers.

29. Signage

Ensuring that our message, logo, and website information is clearly visible on all of our equipment, trailers and vehicles.

30. Job Site Signage

Make signs available for posting on all of our projects, job sites and accounts.

31. Door to Door

Promote new work in residential neighborhoods already served by company, 2x2x5

32. Inquiry Qualification/Lead establishment

Limit sales calls to people who fit our company, or projects that are suitable for our brand. Increases prospect conversion rates and reduce the cost of sales.

33. Sales Call

Offering the opportunity to work with us.

34. Design Presentation to Prospective Client

Connect design to needs, wants and emotional desires of the prospects. Sell the design gain commitment convert the prospect to client.

35. After Sales Call Debrief

Ensures adherence to sales process and its effectiveness.

36. Change Order Management

Ensure all Change Orders are well written with reference to the correct project Proposal/Agreement. Ensure client satisfaction and appropriate pricing.

37. Pricing Formula Development

Construct and review pricing formulas based on standard factors that will accurately price and integrate into our services.