



2008 TNLA Management Workshop

*Committing to Excellence
Through
Strategic Planning and Selling
With Dr. Pete Johnson*

January 18-19, 2008

Current Critical Issues in the Nursery/Landscape Industry

*Follow-up Notes
from the Workshop Flip Charts*

Current Critical Issues

(Issues relating to accomplishing goals and success in our industry.)

- Branding / company identity
- Communication with upper management
- Immigration/ Staffing positions
- Weather
- Water restrictions
- Better marketing techniques
- Job costing (COGS)
- Employee exit strategy
- Fuel cost
- Balancing customer base
- Tracking irrigation labor
- Aging equipment
- Website (current, up to date)
- Accountability
- Training of employees
- Language barriers
- Expansion
- ID/Funding target customers
- Team building

Product Value

- Hand selected products
- Uniforms
- Affiliation w/ associations
- Product knowledge
- Vehicle aesthetics
- Saving the customer time
- Problem resolution
- Grounds maintenance
- Landscape design
- Certification
- Arboriculture
- Water management
- Consulting/community service
- Labeling program
- Educational handouts
- Complementary products
- New product introductions
- Product quality
- Inventory support network
- State to federal certification
- Information
- Presentation
- New product intros
- Packaging

Customer Service

- Follow-ups
- Website newsletter
- Relationship management
- Product knowledge
- Customer communications
- Presentation
- Employee uniforms
- Cell phone etiquette
- Equipment cleanliness
- Customization
- Great value for the \$
- Punctuality
- Reception
- Customer education
- Full service
- Technology use
- Customer responses
- Frequent property visits
- Professional appearance
- Timely invoicing
- Accountability
- Organization
- Web-site
- Cross training
- Listening skills
- Complementary service
- Application gifts
- Community involvement
- Thank you cards

Marketing and Sales

- Up-selling
- Professional Memberships
- Courteous employees
- Environmental stewardship
- Tailgate marketing
- Track advertising
- Membership chamber of commerce
- Assist customer in profitability
- Customer bill of rights
- Set sales goals
- Selling vs. 'order taking'
- Clean trucks
- Charitable contributions
- Relationship building
- Product consistency
- Custom tagging
- Effective signage
- Clear message
- Direct mail/newsletter
- Networking
- Trade shows
- Logo uniformity
- Team sponsorships
- Keep update w/ market price
- Branding
- Sales coupon
- Cold calling list
- Targeting generation x or y
- Clean trucks
- Track effectiveness of ads

Operations/Admin

- Insurance
- Location
- Re-evaluate all insurance (current plans)
- Employee retention
- Housekeeping/store temperature
- Meet accredited requirements
- Employee turnover
- Standard Operating Procedures
- Overhead costs
- Labor & equipment
- Software
- Inventory/Plant loss
- GPS
- Environmentally responsible
- Procurement
- Regularity compliance
- Scheduling
- Streamline AP/AR
- Get everything you pay for
- Enforce policies
- Inventory audits
- Banking relations
- Equipment maintenance
- Fine tuning phone service
- Process implementation
- Employee training
- Employee benefits
- Continuing education
- Reduce utility costs
- Employee Handbook