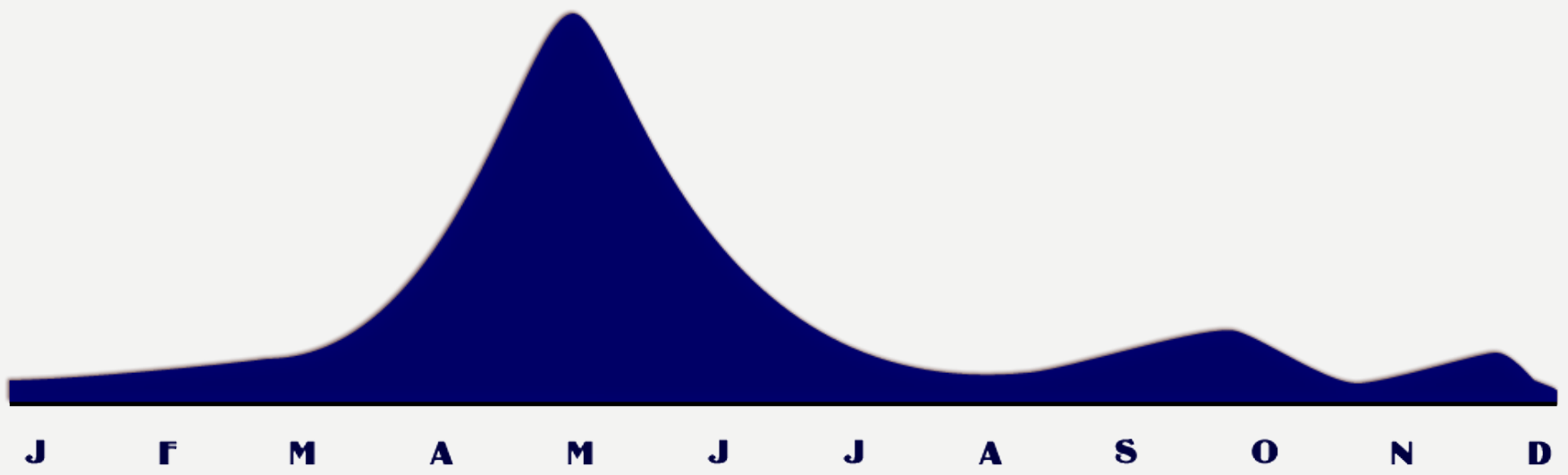


# OPERATION: ENGAGE CUSTOMERS

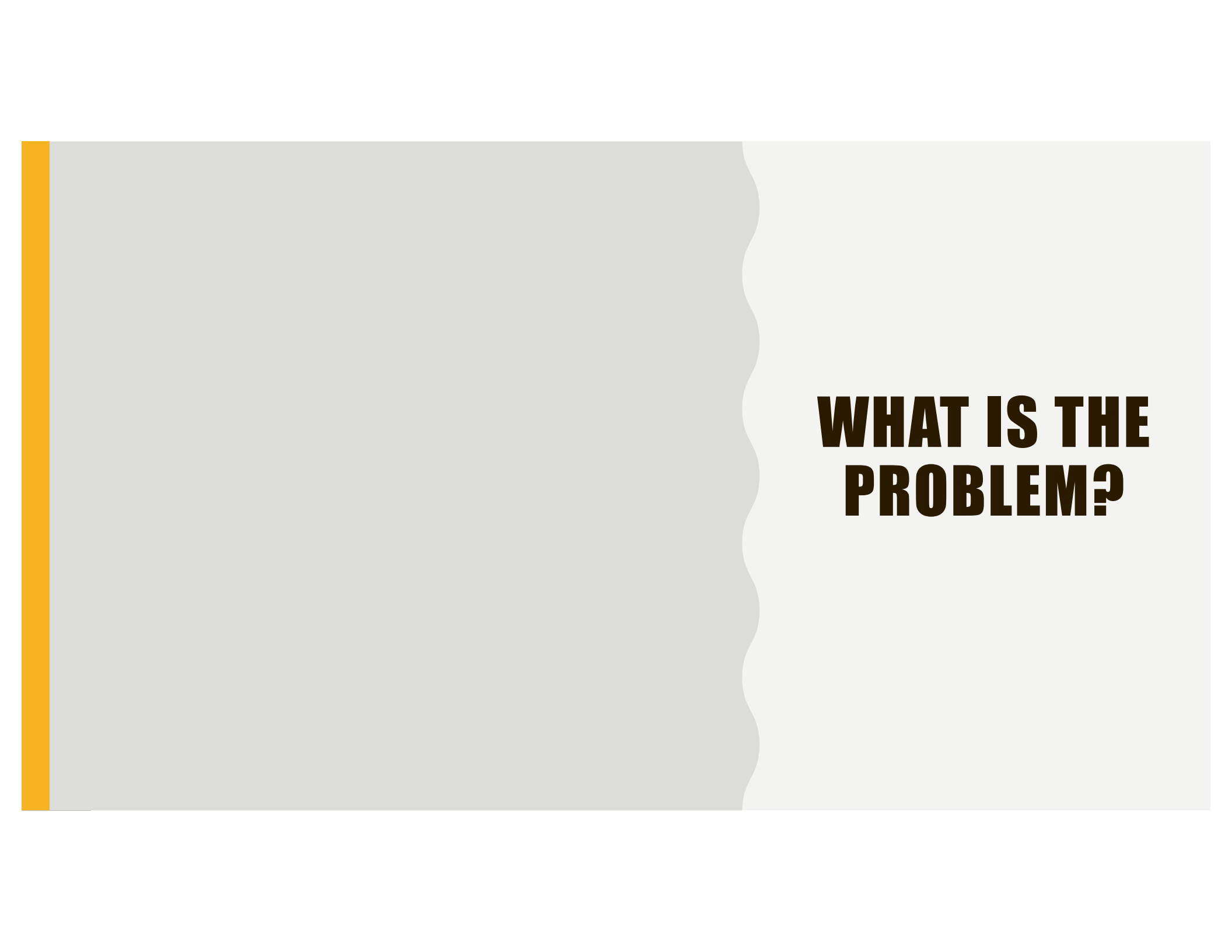


**OPERATION:  
ENGAGE  
CUSTOMERS**



# SEASONAL SALES CURVE





**WHAT IS THE  
PROBLEM?**

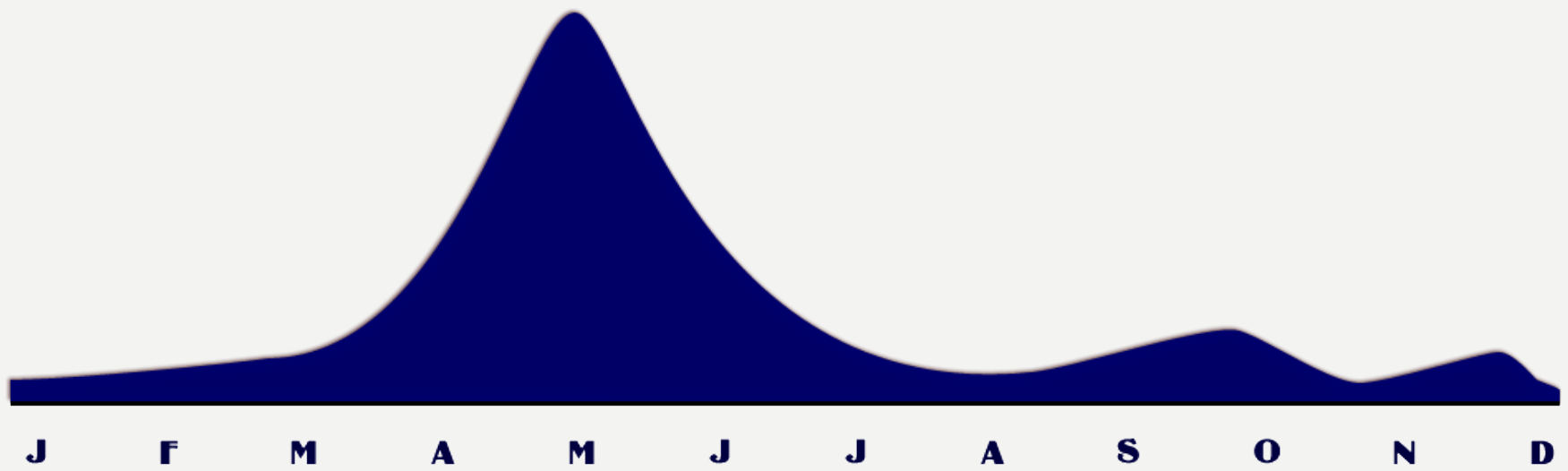
“A problem well-stated  
is half solved.”

– Charles Kettering

**WHAT IS THE  
PROBLEM?**

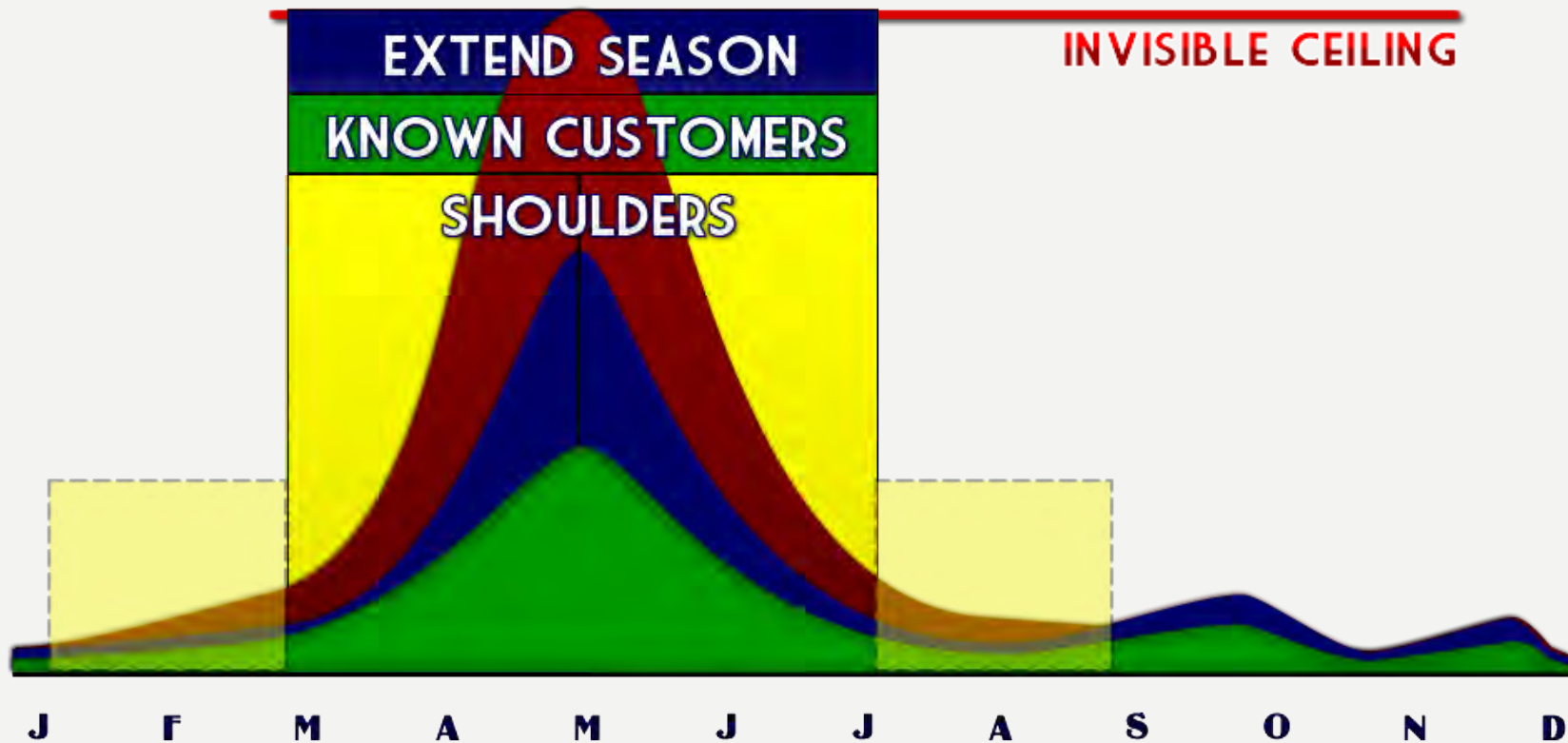


“What if we don’t change at all ...  
and something magical just happens?”

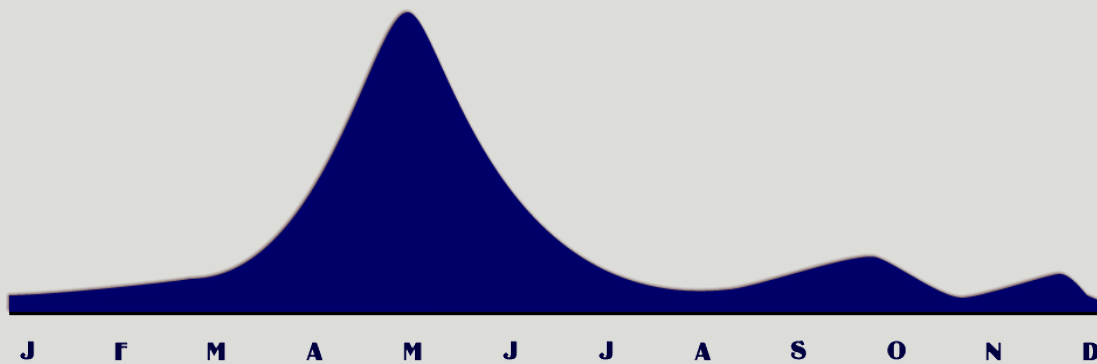




# SEASONAL SALES CURVE



Traditional Selling  
Efforts Won't Meet  
THIS Need



**CAN YOU  
MEET THE  
NEED?**

Your  
Comfort  
Zone



Where the  
magic happens

Concept – **FLATTEN** the **CURVE** to not overwhelm health care at peak



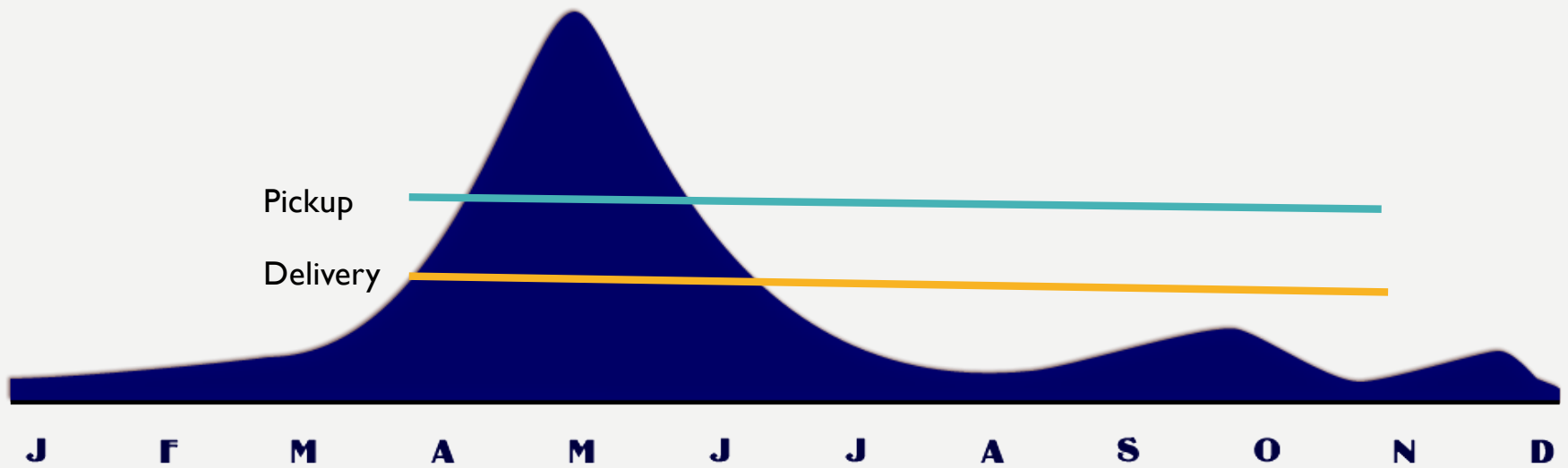
**WHY?**

# Limited Capacity

1. Social Distancing in-store
  1. Protect your associates and customers
2. Curbside pickup – Order processing
3. Delivery

**FLATTEN YOUR CURVE** to not be overwhelmed at peak

Use latent capacity to its fullest



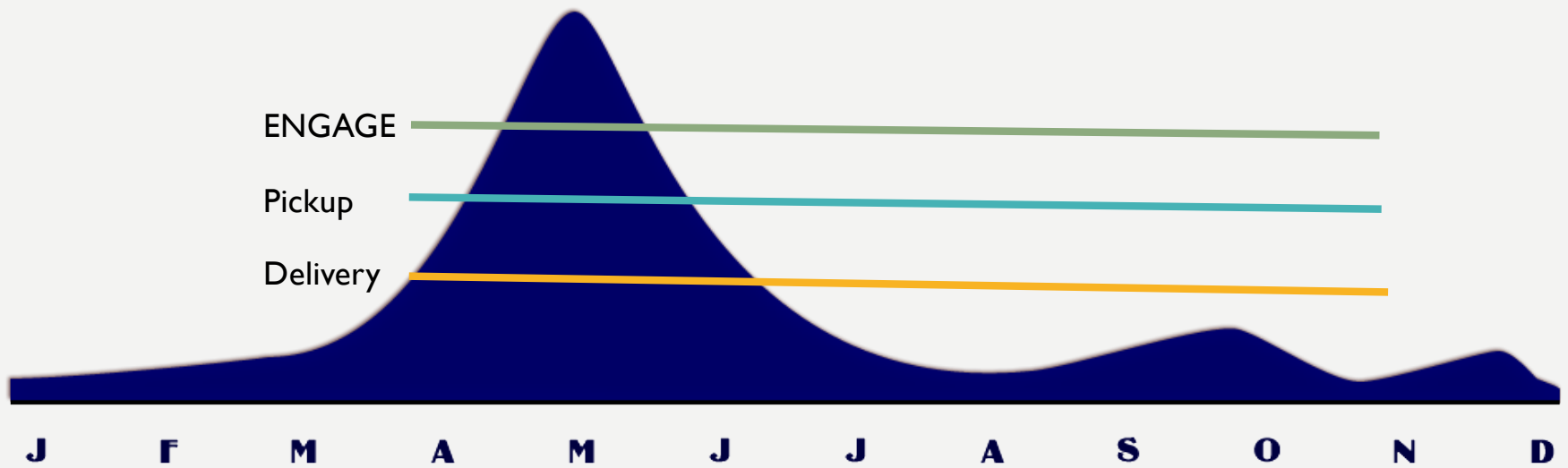
# WHAT

## Crowd Control

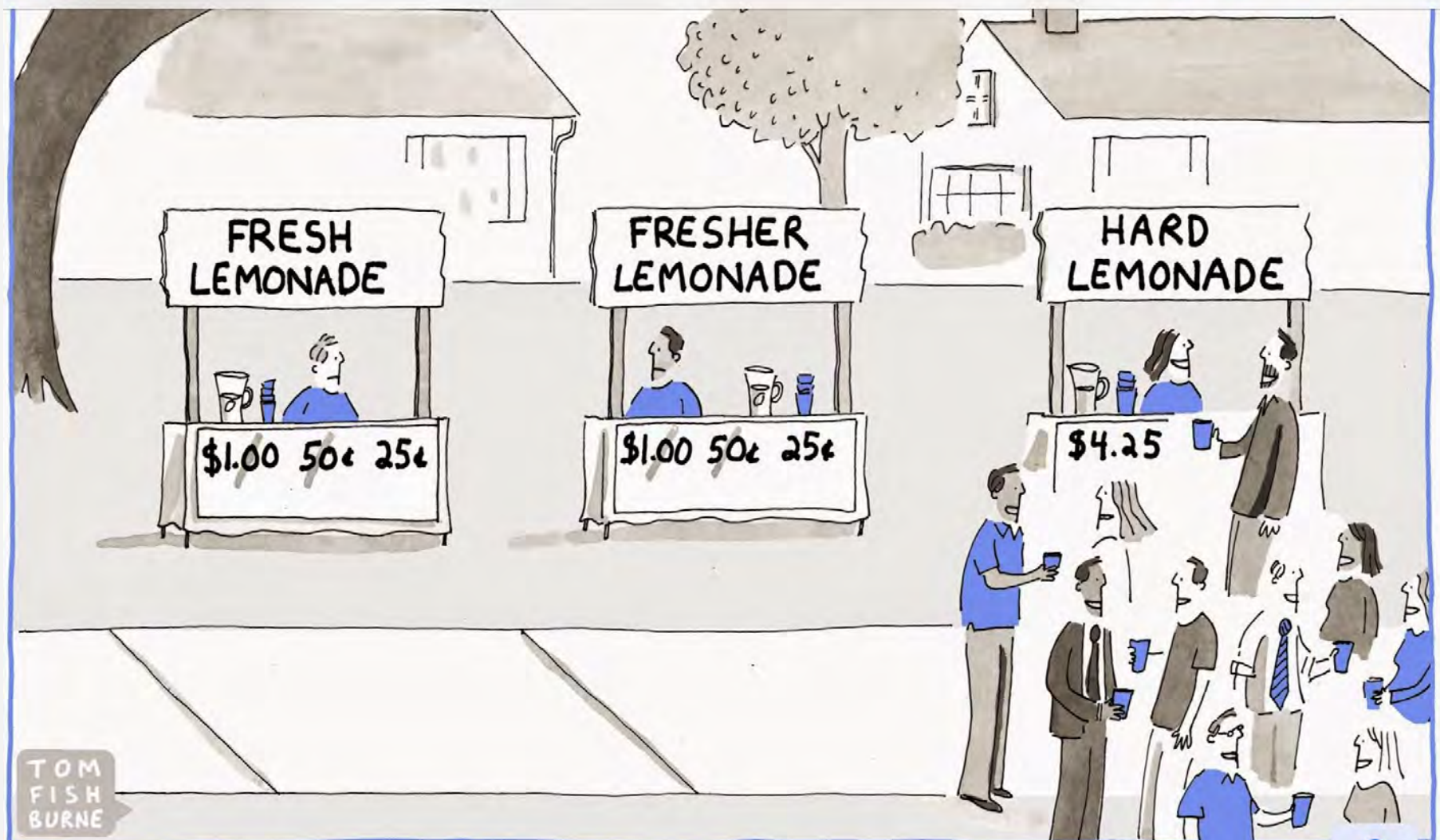
1. Curbside Pickup Appointments
2. Delivery Routing – Milk-Runs by Zone

**FLATTEN YOUR CURVE** to not be overwhelmed at peak

Use latent capacity to its fullest







Know your competition, but don't copy it.

# WHAT

## Value-Adding Methods and Means

1. Virtual Landscape discovery Zoom! appointments
  - a. Show them what they cannot see
  - b. Suggest “if this were my landscape...”**
2. Virtual in-store Zoom! shopping appointments

# WHAT

## Value-Adding Methods and Means

- I. Virtual Landscape discovery Zoom! appointments
  - a. Show them what they cannot see
  - b. Suggest “if this were my landscape...”
- 2. Virtual in-store Zoom! shopping appointments**

# WHAT

## Value-Adding Methods and Means

1. Virtual Landscape discovery Zoom! appointments
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  - b. Suggest “if this were my landscape...”
2. Virtual in-store Zoom! shopping appointments
- 3. Collect payment electronically**
4. Serve again, and again, and again – recurring revenue

# WHAT

## Value-Adding Methods and Means

1. Virtual Landscape discovery Zoom! appointments
  - a. Show them what they cannot see
  - b. Suggest “if this were my landscape...”
2. Virtual in-store Zoom! shopping appointments
3. Collect payment electronically
4. **Serve again, and again, and again – recurring revenue**

**WHAT?**

**Create a lean, mean  
virtual selling machine**



# **WHO, NOT HOW**



# **WHO, NOT HOW**

## **Customer Leader**

### **I. POS Customer Data – 80/20 Rule**

- a. Who?
- b. When?
- c. How?





**BUSINESS KILLING ATTITUDE:  
WE DON'T LIKE TO PRESSURE SELL...**

**DON'T TRY TO SELL....**

**KILLER BUSINESS  
ATTITUDE:**

**BECOME A SALES PROFESSIONAL**

# **WHO, NOT HOW**

## **Customer Leader**

### **I. POS Customer Data**

- a. Who?
- b. When?
- c. How?

# **WHO, NOT HOW**

## **Set Customer Expectations**

- 1. Engage Customer on a Dream Level**
2. Set Appointments
3. Keep Promises
4. Repeat



**It's now more about the  
place than about the  
plant**

**It's even more about  
their why, not why  
they're planting, but  
what they're trying to  
accomplish**

# WHO, NOT HOW

## Set Customer Expectations

1. Engage Customer on a Dream Level
- 2. Set Appointments**
3. Keep Promises
4. Repeat

# WHO, NOT HOW

## Set Customer Expectations

1. Engage Customer on a Dream Level
2. Set Appointments
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4. Repeat



# WHO, NOT HOW

## Set Customer Expectations

1. Engage Customer on a Dream Level
2. Set Appointments
3. Keep Promises
- 4. Repeat**

# **NEXT STEPS...**

## **THINK**

- WHAT MUST BE DONE?**
- WHO WILL DO IT?**
- THEN - HOW?**

**HOW CAN I HELP?**



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