

## LandOpt Account Manager Boot Camp Fosters Success for Cut Above Landscaping

The Account Manager Boot Camp offered by LandOpt provides the processes and systems needed for profitable account control and customer retention, as a landscape service provider becomes *Powered by LandOpt*.

Darren Morford, Co-Owner of [Cut Above Landscaping](#) in Westmont, IL partnered his company with LandOpt in February of 2007. Since that time a number of Cut Above team members have attended valuable training through LandOpt. In February of 2010 Morford attended the three-day training program, Account Manager Boot Camp.



“The most important aspect of Account Manager training is the retention of customers through account control,” says David Gallagher, LandOpt Success Coach. “Account Control is essentially a bond between the company and the customer.” The bond is designed to transcend any economy, factor or life situation. Under the right circumstances a customer always includes the Account Manager during the decision making process throughout the course of their relationship.

As both Owner and Account Manager for Cut Above landscaping, Morford believes he has evolved into a better team member for his organization by learning LandOpt’s account management processes. “It was one of the most beneficial trainings we’ve attended,” Morford said. “The tips I learned about account control have limited my customers from seeking competing bids on recurring services.”

Account control is achieved through a process known as Customer Assurance Review and Evaluation (CARE). The CARE Call is a formally scheduled and conducted meeting between the Account Manager and the customer. This is one of the more significant professional attributes of a *Powered by LandOpt* service provider. Class participants are instructed during training to proactively seek out creative solutions and suggestions for their customers, allowing long-term relationships to develop.

“Account control through CARE Calls allows the Account Manager to seek out opportunities through strategic planning,” Gallagher said. “The Account Manager is also a part of the budgeting and development phase which provides for non-negotiated work with the customer.”

After implementing CARE Calls and then increasing them to the LandOpt prescribed ratio, Morford has greatly increased his business performance. “I’m retaining more customers, getting more business, and gathering more reports on my crew,” Morford said. “We’ll need to hire another Account Manager to keep up with our growth.”

CARE Calls involve several elements, including: Evaluating customer satisfaction, monitoring the customer’s goals and needs, providing a framework for strategic thought and planning about the customer’s outdoor space, and driving account control.

Understanding the nuance of account management leads to long-term sustainable growth. “LandOpt provides Account Managers the tools necessary to retain customers,” Gallagher said. “Those valuable relationships also provide momentum forward and lead to strong referrals for future customers.”