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## LandOpt Partnered Companies Use Defined Team Roles for Strong Team Interaction

In March of 2010 the team at [Burkholder Brothers, Inc.](#) aligned their resources and provided a comprehensive plan of maintenance and planting solutions for a \$30 Million home in Gladwyne, PA. The team of professionals responsible for securing the agreement is a testament to LandOpt's defined organizational roles for partnered companies.

Barry Burkholder, Co-Owner of Burkholder Brothers, Inc. in Aston, PA gave credit to his dedicated team of Green Industry professionals. Team members involved were: Sam Burk - Account Manager, Kelly Murray – Designer, and Rich Scanlan – Horticulturalist.

Burkholder partnered his company with LandOpt in January of 2007. Since that time both owners, Barry and Mark, along with their team have attended several LandOpt trainings and received business mentorship through Success Coaching.



A key element of the transformation into a *Powered by LandOpt* organization is the adoption of defined roles within each partnered company. Each organization's team members assume these roles to take on the responsibility and accountability of successful business operations. While some service providers lay almost all of the responsibility onto the shoulders of the owner, the LandOpt transformation places a structure into an organization that leverages the systems and not the owner. Each role maximizes their performance for the long-term growth and sustainability of that company.

During the sales process of the Gladwyne mansion, Burkholder ensured the necessary roles performed their functions professionally, which fostered competence and trust during the beginning of the relationship with the customer. "My team was enthusiastic and offered the right solutions," Burkholder said. "We had a great channel partner referral on this job, but it was the right people in the right jobs that made it work."

The LandOpt Customer Relationship Process (CRP) consists of several well defined steps when working with customers to offer the best possible solutions. They include: Introduction Meetings, Identification and Qualification, Education, Concept Verification, Proposal, and Agreement. "Concept Verification is the most important aspect of the sales process," says Steven Bach, LandOpt Success Coach. "It reiterates and verbalizes the needs of the customer, before a formal proposal is written."

"The team involved in the CRP must have a strong understanding of the company's offerings and know what solutions to offer," Bach said. This ensures that all of the customer's needs are being met, allowing them to trust in their service provider as a professional organization.

As a regional leader of the Green Industry, Burkholder Brothers, Inc. has transformed into a sustainable company that is raising business performance each year. "I believe we were selected because of the design we presented," Burkholder said. "But also it's because the team presented us as a professional company that should be taken seriously."