

Network News

Produced by:





**A monthly newsletter informing
and educating the LandOpt Nationwide Network**



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Collaboration through the Network

LandOpt Feature

By Niki Ratcliff

To some the word collaboration brings to mind the face-to-face networking with a peer in the Green Industry. A LandOpt network member may strike up an image of a training social or the annual Luau. The truth is network collaboration is so much more than talking to someone.

As humans, we are social creatures and we all share a common desire to be needed, to develop our little part in this world. The word collaborate, by definition, means to work together, especially in a joint intellectual effort.

Collaboration provides a chance for individuals to work with others for common solutions. A collaborative group can bounce ideas off of one another, steer members of the group towards goals, learn new processes, and inform members of trends and important information.

In the LandOpt Network, there are several goals in collaboration. One is to professionalize the Green Industry with proven business systems not commonly practiced today. Another is the collaboration of licensee team members, finding best solutions to fulfill individual and departmental initiatives.

Collaborative teams in each department, such as sales and business management can work together to fulfill the company's mission and overall success.

Only when all parties understand their mission

and goals is collaboration successful. Leaders should not allow arrogance to stand in the way of a clearly defined road map. Too many times the goals are set but many parties who have different avenues in their minds to travel, to achieve their objectives. Setting goals are easy. Leading, by specifying the road map is difficult and sometimes



painful, but the true way to success.

Everyone in the LandOpt network is a leader of our industry. And being a leader can be painful when striving to attain new goals and set new trends that have never been implemented. The LandOpt network goal is massive and collaboration on all levels is needed.

As my grandfather says, "Without each other, we have nothing."

Continuing Education

Training and Webcasts for our Network

The following schedules are for the best in class LandOpt training for upcoming times in 2010.

Training:

- April 26 through April 29—Transformation Training
- May 17 through May 19—General Mgr Boot Camp
- June 7 through June 9—Con Ed, Financial Forecasting
- July 26 through July 29—Transformation Training

Webcasts: (Subject to change)

- March 18—Preparing for Spring
- April 1—Wrapping up Winter Services
- April 15—Quadrant Selling
- May 6—The Three Whys

Network Success!

Congratulations to the network for booking \$900K in sales so far in 2010.

Carolina Creations recently created a work area they refer to as a "pit," for their Account Managers, to more effectively complete their role functions.

Miller Landscape, Twin Oaks Landscape, PROCARE Landscape Management, and Cut Above Landscaping all met for a network collaboration session on February 24 and 25.

Congratulations to Tom Hohol of Mountain View Landscapes and Lawncare, who announced his engagement at the beginning of March.

Congratulations to Angela and Dan Barr from Eichenlaub. They became the proud parents of a baby boy on February 21.

LandOpt welcomes Frank Wintruba as the newest LandOpt team member. Frank is fulfilling the role, Manager of Licensee Sales.

Reminders

The following reminders are for the LandOpt network of licensees:

- LandOpt requires all licensees to link their websites to the Powered Landscape Customers page of the LandOpt website.
- Sales Professionals are to conduct five Intro Meetings per-week.
- CARE Calls are to be made on a regular basis for recurring and project work.
- Monthly Reporting is due on the 20th of each month.
- LandOpt encourages the network to communicate with one another, building business relationships.

Have You Called Your Fellow Licensee Lately?

A Message from Tim Smith, President/CEO

Spring has just about arrived and most of you are estimating new opportunities, making sales calls, and readying your organizations for a new season of possibility. During these busy times we must remember to reach out to our peers for support and advice. Collaboration and networking are powerful sources of strength.

Each of you are in the same war, fighting similar battles. Taking the time to learn from one another is an important part of your transformation. Recently, four licensees got together to collaborate on a number of issues, rather than reinvent the wheel. This trend must continue as the network grows.

The support from networking is nothing new. Students collaborate in study groups. Support groups are often used to overcome personal obstacles. And businesses network to gain the upper hand in their industries. Collaboration reduces isolation and provides for the free exchange of information and ideas.

As you advance towards your goals of sustainability and growth, I encourage you all to learn through communications. In locked arms we are marching to the goal line as leaders in the Green Industry.



The LandOpt Network—2010 Principal's Meeting

Networking the Network

Tips from the Success Coach

By David Gallagher



LandOpt events and training provide many opportunities for you to network with other licensees, whether you're learning in Pittsburgh, attending the Principal's Meeting, or the Luau.

Networking with other licensees at these events provides about half the value of attending these events. As members of a network I encourage you to relate stories of your business and how it works for you, or how you are implementing a specific process or tool. Take advantage of as many of these opportunities as possible, they are invaluable.

You are also encouraged to schedule your own group networking sessions, independent of LandOpt events, where you can share your insights

with others in the network, either in the same general region, or across the country. If you have not yet participated in one of these events make sure you take the time to set it up.

Reach out to any of the Michigan licensees and ask them how they scheduled and conducted these meetings, which have benefitted their businesses and also have strengthened the bond of cohesive business relationships.

Your LandOpt investment is a substantial commitment of time, money, energy and other resources. Much of your return comes from networking with and learning from your licensee peers. Make the most of it. Your transformation will run much smoother as you bounce issues, problems and successes off of one another.

This kind of network collaboration is how LandOpt licensees are growing into Green Industry leaders.

Selling through a Referral Provider

Professional Sales Leadership

By Roddy Delaney

Sales skills are essential in referral/networking marketing. Those skills are needed in every part of the process--not just in closing the sale with the prospect.

You must sell yourself to the potential referral/networking source and they have to buy the concept that there's value in introducing you to someone they know. A referral is obviously not a guaranteed sale, but it is an opportunity to do business with someone with interest. The LandOpt sales process will help close the deal.

Beyond selling yourself to the referral, sell yourself to the prospect to get that first appointment. Yes, the referral helps a great deal, but convince the prospect the appointment is worth his time. You should avoid being aggressive, indecisive or evasive at this point; the prospect, having been in contact with your referral provider, is expecting a high level of respect and professionalism in your approach. You can and should be confident that a mutually beneficial deal

is in the works, and you should communicate this to the prospect by your attitude and actions.

Demonstrate that you know how to sell to the prospect in a way that doesn't embarrass your referral.

Consult with the prospect, uncover their needs, offer good solutions that are worthy of awarding you the sale.

Your integrity is paramount and so is the referral provider's. Make sure you treat them with the respect you would give to your new customer or prospect. Provide the services expected of you. Ensure your customer is happy with both the LandOpt process and the services. This will reflect favorably on the referral provider.

In the end you will have built up a solid list of referrals, a satisfied customer base, who will then turn into another group of referrals.



Did you know?

- Lawn and Landscape recently ran the news, announcing the on boarding of Steven Bach, LandOpt Success Coach. [You can read it here!](#)
- Landscape Online is reporting the Environment Defense Fund has a new [video](#) that discusses how to cut costs and pollution from fleet vehicles.
- On February 17, 2010, the Environmental Protection Agency (EPA) issued a [final rule](#) that will further reduce emissions of toxic air pollutants from existing diesel powered reciprocating internal combustion engines such as tractors and leaf blowers.
- Isuzu Commercial Truck of America has announced that production for its gas-powered N-Series trucks will resume early in the second quarter of 2011 and will be offered as a 2012 model year. Isuzu and General Motors have reached an agreement for the supply of the GM gas engine and transmission used for Isuzu's gas-powered NPR, NPR HD and gas Crew Cab models.

On Boarding of Employee—Step Ten

A Series of 12-Articles on Best HR Practices

By Mike Gaydos



On Boarding is the process of integrating new employees into your organization, so they will succeed in their role and become fully engaged in your organization.

Up to this point you have given the individual the royal treatment during the recruiting process, ensuring their place in the organization. It's vital to continue that level of relationship well past their start date.

When the offer is extended and accepted, prep the candidate for any counter offers they might be receiving from their current employer. Remind them of the reasons they are leaving and that those reasons will still exist in six months. Stay in touch at least a two or three times before they start, to ensure excitement about the change in their career.

When developing an on boarding program, follow these

The LandOpt Recruiting Process

1. Recruiting Plan Guidelines
2. Roles & Responsibilities Development
3. Sourcing for Superstars
4. Conducting the Phone Screen
5. In Person Evaluation Process
6. Check Business References
7. Social Gathering
8. Pre-Close Candidate
9. Extending the Offer
10. **On Boarding of Employee**
11. Establish Goals/Develop Game Plan for Success

key elements: Don't Cram 20-hours of information into a four-hour window. (Break it down into bite sized chunks.) Structure the on boarding process, so it's professional, rather than random. Keep the interaction interesting and lively. Follow up with new employees. Don't ignore them.

The on boarding process is not just the first day or the first week, but the first three to six months, or longer. Integrate the team member into your culture and to ensure they stay for the long term.

A successful on boarding program will: Increase productivity with the new team member. Reduce turnover by giving them the feeling of team.

Increase new employee engagement by making their transition into a new culture seamless. Create respect for the organization over the long term. Produces instant PRIDE in your company, so they tell the world about your organization.

Determine what the perceptual and emotional takeaways are, and make the on boarding process a success for your organization.



What LandOpt is to Me...

Tim Smith was one of three panel participants in the "More \$\$ in Less Time" session I facilitated for the WESTERN Convention and Tradeshow on Monday January 4, 2010. Tim did a wonderful job.

Tim's style and approach to the presentation were critical to helping achieve our goals. He is a valuable speaker and I would recommend him to other professionals who are organizing educational sessions for the nursery and landscape industry.

-Ann Marie VanDerZanden, Department of Horticulture Iowa State University

The Benefits of Recycling

LandOpt Environmental Leadership

By Ron Gavalik

Recycling is beneficial, not just for the environment, but for an organization's economic standing. The simple truth is recycling promotes efficiency in all forms.

While the environmental benefits of recycling are well known, what is less known is that the reuse of products helps foster sustained growth for a company, based on cost savings. By following the code: Reduce, Reuse, and then Recycle, you will save revenue, while exercising practical common sense environmental practices.

Recycling of materials generated at a construction site is increasingly important. The environmental benefits of recycling those kinds of materials can be significant. According to Construction Business Owner Magazine, current estimates show that if all concrete and asphalt pavement generated annually in the United States were recycled, it would save the energy equivalent of 1 billion gallons of gasoline or the removal of more than one million cars from the road. That's the power Green Industry leaders have.



We must weigh the environmental impact against the economic. It may be easier to add to local landfills in order to continuously buy cheap goods, but as leaders in the Green Industry we must determine the best course of action for each situation.

For example: repairing a piece of mechanical equipment is almost always more cost effective, because of the complexity of the item. However, a loose handle on a hand tool may make the item expendable. Taking the time to repair the item may be slightly more expensive than buying new, when weighing in labor for repair times. However, maintaining waste has a greater community impact. People notice when their service providers are environmentally conscious. Common causes of social importance are often times market drivers, and the issue of recycling along with other environmental practices gives customers and prospects peace of mind.

As Green Industry professionals it's paramount that environmental matters are respected, so that success can be capitalized upon.

Environmental Tips Towards Sustainability!

- Establish a system of composting.
- Ensure all mowing is completed at the proper height with sharp blades.
- Recycle!
- Use hand tools when possible. Choose electric over gas.
- Minimize soil compaction with lighter equipment.
- Minimize soil and plant disturbance on construction sites.
- Develop long-term goals for vegetation on each site.
- Manage all equipment to minimize pollution.
- Commit to reducing the spread of invasive species through plant selection and site maintenance.
- Review site maintenance plans yearly.
- Use high gas-mileage vehicles or hybrids when possible.

Business Transformation

LandOpt helps to transform your business by focusing on our four pillars of success:

 Human Resource Management	LandOpt empowers a select group of highly qualified, regionally-based
 Business Management	landscape contractors with a powerful
 Operations Management	portfolio of business systems to
 Sales and Marketing	dramatically improve their growth, profitability and productivity.

The LandOpt team facilitates the transformation of landscape contractors by providing the best in class technology, along with proven business processes and systems.

LandOpt enables network licensees to efficiently utilize these systems to increase growth, profitability, and productivity in their

business.

Intensive coaching, followed with a continuing education curriculum ensures the success of the licensees. Training sessions pass along proven business practices in business management, financial planning, marketing & sales, operations and more. Coaching establishes a partnership between LandOpt and the licensee, which builds a growing successful business relationship.

The LandOpt network of licensees is a powerful resource in developing new relationships with peers in the Green Industry. The expanding network cultivates a growth of business experience and knowledge.

LandOpt continually measures and monitors the results gathered from each licensee location to evaluate the effectiveness of the LandOpt systems and ensure success.

Be proud to be a member of the Powered by LandOpt Network.



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