



BUSINESS
MANAGEMENT
SOFTWARE

7 REASONS TO IMPLEMENT *LANDSCAPE BUSINESS MANAGEMENT SOFTWARE*

**IMPLEMENTING
TECHNOLOGY, SYSTEMS,
AND PROCESSES.**

Managing people and business functions is the sustainable path towards a scalable landscape company.

INTRO

Most startup companies go through many stages of growth. In the beginning, everything revolves around the owner. And as the company grows revenues, so too should the business. Eventually, the owner is forced to develop systems and processes to grow the company along side the people and sustain it. In the past, paper and more staff were the only way, and in today's world, business management software is the solution that supports automating the business processes.

What is Business Management Software?

Business management software is a widely used term and applied to various types of software systems. However, a proper landscape business management system will be one that streamlines and manages most, if not all, functions of business operations as an end-to-end, all-in-one solution within your landscape company. Everything from financials, time tracking, risk management, standard operating procedures, customer service, and the list goes on. Each division should be thoroughly managed and streamlined using the system, including the people, field, and office staff.

Throughout this e-book, we share 7 reasons as to why and how software can:

1. Reduce waste
2. Help you avoid costly mistakes
3. Foster better company culture
4. Shorten your sales cycle
5. Create repeatable and consistent processes
6. Build trust and improve customer relationships
7. Set and measure goals



#1

REDUCE WASTE

If you want to be a good business owner, it's essential to provide the right benefits and tools to your employees. In order to be more efficient and productive, your staff needs quality tools that create transparency and streamline communications and processes in how the work gets done, so it's repeatable, consistent, and measurable. Once you streamline your workplace, your employees will work better, harder, and faster, and you will reduce miscommunication between field and office staff. That's the reason why using business management software can be beneficial. It adds a certain level of accountability to your employees while helping them work better and much easier. Less standing around, less question on how the work gets done, less waste.

82% of **small businesses fail** due to **cash flow** problems. And most small business owners agree cash flow is the **#1 risk** for small businesses.

#2

AVOID COSTLY MISTAKES

When information is transferred from one platform to another, there's a risk of encountering some errors or losing a part of your data. Every landscape business has its tolerances of quality control, but reducing errors and having repeatable processes e.g. estimating, can reduce costly mistakes and improve the service you deliver to your customers.

With landscape software, you reduce if not eliminate duplicate information. The only thing you'll need is to import your information, and your software will do the rest. For instance, if your company uses cloud services, all of your data will be available and secure for all of your team members. It's more accessible and, in LMN's case, is often mobile and available on a smartphone or tablet.

Moreover, all-in-one business management software can level up your data organization and upgrade your data management while securing your company from any errors and double entries caused by manual inputs. Reporting becomes streamlined and more measurable, and team members become more accountable to their work.



#3

FOSTER BETTER COMPANY CULTURE

Communication is considered paramount when managing a business with multiple people, divisions, equipment, and materials. This is why using software may come in handy since it'll provide you access to the best communication tools you'll need. Often, business management software includes communication tools, such as central message centers, text messaging, and email that everybody on the team may see. For example, LMN has a Customer Portal where company and customer can communicate and do business such as invoicing and Jobsite updates. In the beginning, company culture is created through the owner hiring like-minded individuals. As the business grows and a company reaches into new talent, it becomes challenging to sustain that same culture within the business if you don't have the proper training and systems to maintain accountability.

94% of entrepreneurs and 88% of job seekers say that a **healthy culture at work is vital** for success.





#4

SHORTEN YOUR SALES CYCLE

Many features like estimating and invoicing have an essential role in business management software. Having the best product catalog or materials easily accessible may mean bidding more work in a season. Fewer mistakes, faster task completion, and avoiding overlooked items could be costly once a customer agrees to a contract. It's also an easy way for crew leads to keep abreast of the situation all the time.

Furthermore, time-tracking crucial tasks may be deployed and flagged in real-time, which can help employees adjust their workflow, ensuring that tasks are finished before the shift ends. Reducing job completing timelines by a couple of days every month means you can produce more work in a season. In landscaping, productivity is everything but not at the risk of quality.

30-50% of sales go to the company that responds first.

#5

REPEATABLE IS CONSISTENT

Team members having access to standard operating procedures and being clear on different policies and processes dramatically enhance the company's quality of work. Using business management software may help you avoid breaking the rules or making mistakes. This allows the company to save time and money and reduce financial waste within the organization.

20% of new **businesses fail** during the first two years of being open, 45% during the first five years, and 65% during the first 10 years. Only 25% of new **businesses** make it to 15 years or more.

#6

BUILD TRUST AND IMPROVES CUSTOMER RELATIONSHIPS

The use of landscape software may help improve your company's customer relationships. Most software has features that enable you to talk to customers with a better image of your company's situation. For example, LMN has a Customer Relationship Manager app.




#7

GOAL SETTING

Almost most importantly, monitoring and tracking business progress and goals are essential to sustainable growth. It can all easily be tracked and reported on with the right landscape business management software from budget goals, sales goals, and timeline goals. If you can't monitor or report on these goals, you will have difficulty improving the processes required to foster improvement. The other big takeaway here is that most owners, in the beginning, get caught up in the day-to-day business operations and end up working for the company. It's suitable for quality control but harmful for long-term business development and expansion plans. Having more automated systems allows an owner to quickly recalibrate the company's trajectory and plan for the future.

14% who have **goals** are 10 times more successful than those without **goals**. The 3% with written **goals** are 3 times more successful than the 14% with unwritten **goals**.

A landscaper wearing a white hard hat and safety glasses is using a yellow spirit level to measure a stone wall. The landscaper is wearing a grey polo shirt with a logo that reads 'LANDART LANDSCAPE CONTRACTORS'. The background shows green bushes and a brick wall.

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