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takeover

Weekly Session – June 5 '24

Customers For Life

with Mark Bradley, CEO
Tommy Cole – McFarlin Stanford and
Bob Marks – EMI Landscape



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Customers for LIFE



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STANFORD

McFarlinStanford.com

Tommy Cole

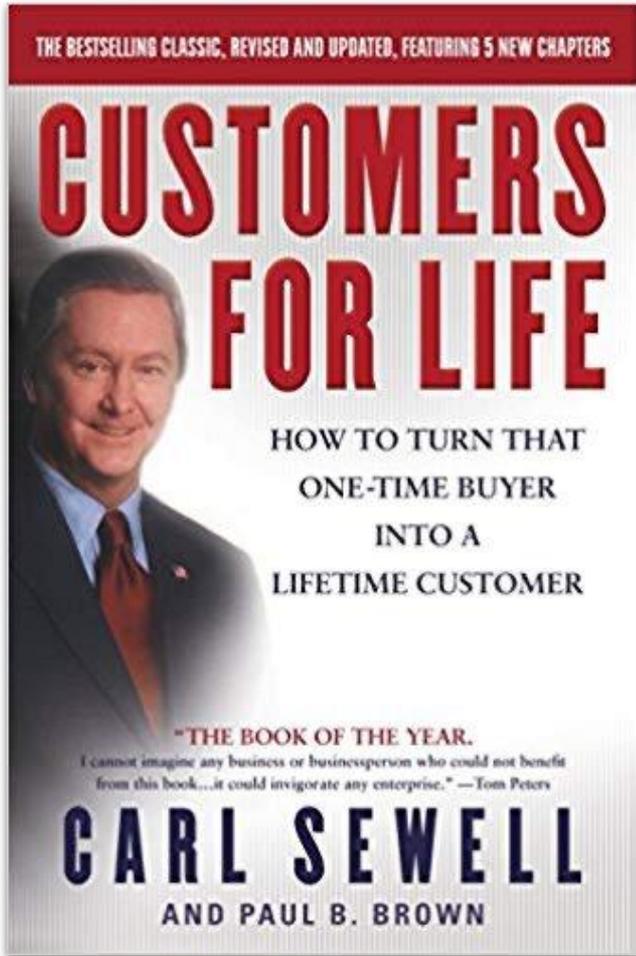
- Vice President, McFarlin Stanford
- Host, Roots of Success podcast
- 20 years of green industry experience with a diverse background in Landscape Design & Installation, Civil Construction, Interior Plant Care and Outdoor Services.



Bob Marks

- President, EMI Landscape
Macungie, PA
- Started in the landscape industry at the age of 10; has been full-time since 2009, and became president in 2021
- 20+ years experience; Certified Snow Professional, Advanced Snow Manager (ASM) certification; licensed in pest control





SEWELL

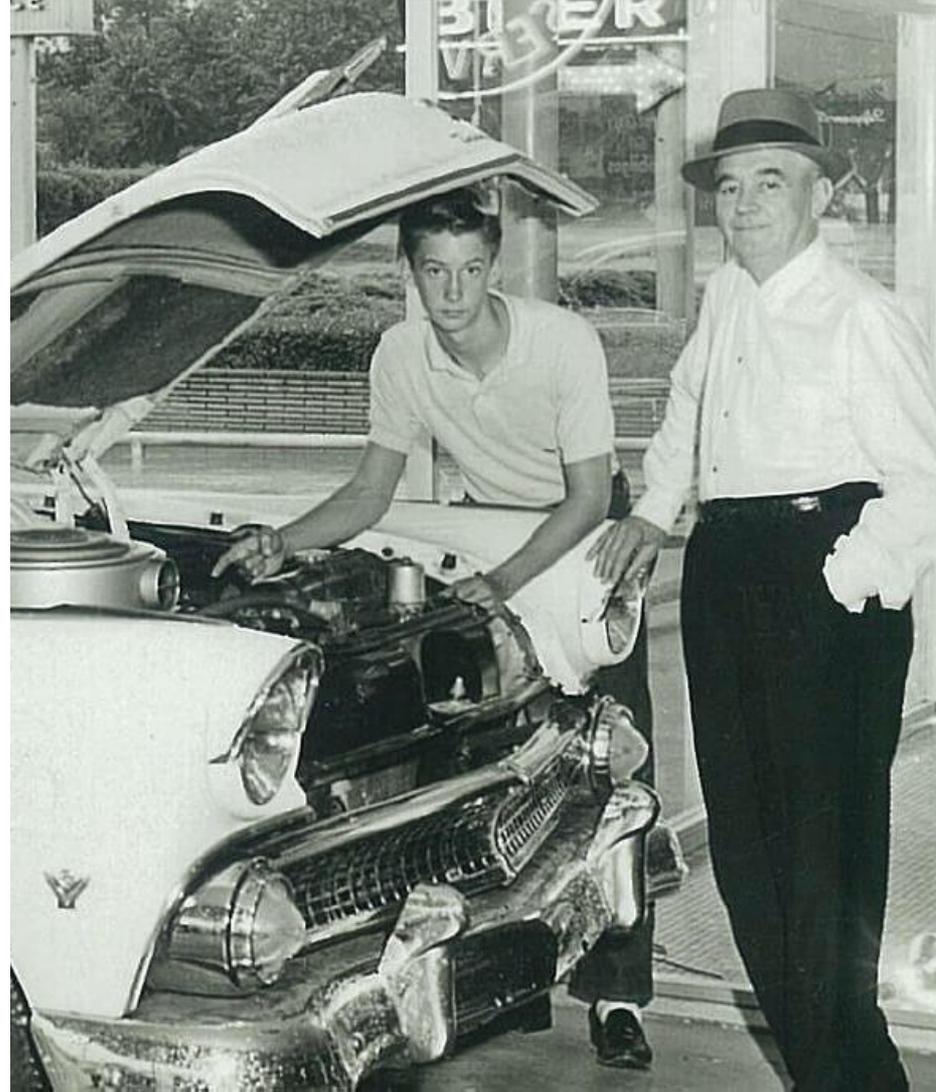
Automotive Company

Dallas, TX



SEWELL HISTORY

- Established in 1911
- First Location: Dallas, Tx
- 17 Franchises, 19 Stores
- Annual Sales: 38,000+ cars
- Associates: 2,600+



Ten Commandments Of Customer Service

Ten Commandments of Customer Service

- Why we love this: Lists make things easier to remember.
- With items like: ***Systems not smiles***, and ***Fire your inspectors & consumer relations department***, Carl turns typical thoughts about customer service on their head.

Ten Commandments of Customer Service

- The idea that people want a smile and that makes everything better is false.
- People want a good product (with a smiling face, but that is a secondary desire).
- Build systems to improve their customer experience and then incentivize and empower all of your employees to take care of the customers.

Ten Commandments of Customer Service

1. **Bring 'em back alive** - Ask customers what they want and give it to them again and again.
2. **Systems not smiles** - Saying please and thank you doesn't ensure you'll do the job right first time, every time. Only systems guarantee you that.
3. **Under promise, over deliver** - Customers expect you to keep your word. Exceed it.
4. **When the customer asks, the answer is always 'yes'**. Period.
5. **Fire your inspectors and consumer relations' department.** Every employee who deals with clients must have the authority to handle complaints.

Ten Commandments of Customer Service

6. **No complaints?** Something's wrong.
7. **Measure everything** - Baseball teams do it. Football teams do it. Basketball teams do it. You should too.
8. **Salaries are unfair** - Pay people like partners.
9. **Your mother was right** - Show people respect. Be polite. It works.
10. **Japanese them** - Learn how the best really do it; make their systems your own. Then improve them.

Ten \$517,000 Customer

- Sewell's 10 Commandments all stem from his belief in **Customer Lifetime Value: The 3 R's**
 - Retention
 - Related Sales
 - Referrals.



Ten \$517,000 Customer

- At Sewell, the right customers are worth \$517,000 each. So as well as having systems and a culture that delivers results to all customers, you really need to know who the \$517,000 customers are.
- This applies to recruitment (don't recruit the price sensitive switchers) as well as retention.
- Everybody should know who the best customers are and should make sure that everything is just right for them. Then they keep coming back as well as recommending you to their friends - each one of whom is another potential \$517,000 customer.

Treat your employees BETTER than your customers.

Treat your employees better than your customers.

- Happy employees will treat customers better.
- Attract top talent. Top talent pays off in a variety of ways from retention, to innovation, and SALES!



AMAZING customer service is the right thing to do.

Amazing customer service is the right thing to do.

- **But it is also profitable?**
- The ultimate motivation for working hard for the customers is that it grows the business. No one would go out to unlock a car in the middle of the night for free, but if you take care of your customers well, they will buy from you again.
- The bigger picture of each great customer interaction is a **GROWTH**.

Customers for LIFE



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Join Us Next Week...

May 29, '24

Mastermind Weekly Webinar

Sales: Mastering the Art of Overcoming Price Objections

Join us for an insightful webinar tailored for landscape business owners, where we'll delve into effective techniques to address and overcome price objections. Learn proven strategies to communicate the value of your services, enhance customer perception, and close more deals without compromising on your pricing.

Our industry experts will share practical tips, real-life examples, and role-playing scenarios to equip you with the confidence and skills needed to handle even the toughest pricing challenges.

Elevate your sales approach and boost your business growth by mastering the art of overcoming price objections. Register now to transform your sales strategy!

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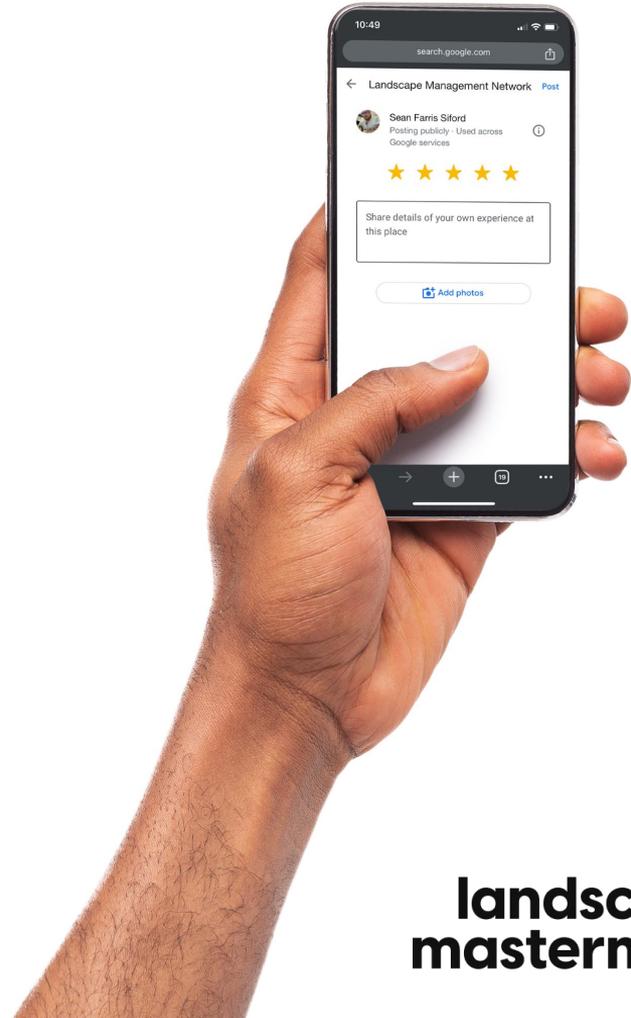
Leave us a quick review!

Any thoughts on today's session?
We'd love to hear them!



Google

Scan this QR code with your phone to provide a review.



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Thank You!

On behalf of LMN, CEO Mark Bradley

For more business tips on how to run a successful landscape business, follow me at



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