

Sales Strategies for Landscape Businesses



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LMN Software Enhancement Sales Strategy Framework

Objective:

To increase the number of property enhancement services and projects by offering tailored, seasonal cross-sell opportunities to existing clients and attracting new customers.

Target Audience:

Existing Clients:

Residential and commercial property owners who already use the company's maintenance or installation services.

New Customers:

Potential clients who are looking for specialized services or seasonal property enhancements.

Key Strategies:

- 1. Seasonal Promotions:** Align services with the seasonal needs of the landscape, offering timely suggestions.
- 2. Customer Education:** Educate customers about the benefits of seasonal enhancements through emails, SMS, in person meetings, newsletters, blog posts, and targeted social media remarketing campaigns.
- 3. Bundled Services:** Offer packages that combine routine maintenance with enhancement services at a discounted rate. Ideally, during renewal phases or new contract proposals it is best practice to price the common enhancement services and include as options on a unit basis or a per service package.
- 4. Loyalty Programs:** Reward repeat customers with discounts or free services when they book multiple enhancements in a bundle. Examples include: Healthy Turf Packages, Irrigation Service Package, Seasonal Color Package, Powerwashing Package, or Holiday Decor Packages.
- 5. Referral Incentives:** Encourage existing clients to refer new customers by offering incentives like discounts or complimentary services. Gift Cards that clients can provide to friends, family, and neighbors can be really impactful. This could be a Landscape Design Gift Card, a Turf Service Visit, or a Complimentary Weekly Visit.

1

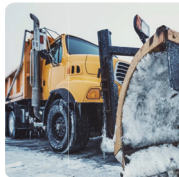
Develop Seasonal Cross-Sell Opportunities

Winter: December through February

Create a list of
Services to Promote:

Cross-Sell Tactics:

- Bundle snow management with winter pruning for clients who require regular winter services.
- Offer discounts on holiday lighting for clients who sign up for snow removal services.



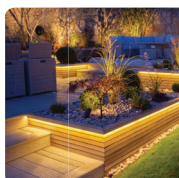
Snow & Ice Management

Promote snow removal, salting, and ice management for safety and accessibility.



Winterization

Offer services like irrigation system shutdown, plant protection (mulching, burlap wrapping), and garden bed clean-up.



Outdoor Lighting Installation

Suggest the installation of winter lighting for aesthetic appeal and safety.



Winter Pruning

Educate clients on the benefits of winter pruning for certain trees and shrubs.



Holiday Decor Services

Offer professional holiday light installation and removal, and seasonal decorations.



Garage Organization Systems

Epoxy Floors, Shelves, Cabinets, Wall Treatments, Slat Wall Systems, Lighting and Decor.

2

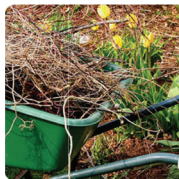
Develop Seasonal Cross-Sell Opportunities

Spring: March through May

Create a list of
Services to Promote:

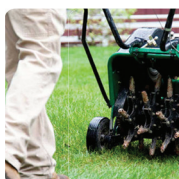
Cross-Sell Tactics:

- Offer a discount on planting services for customers who sign up for a full spring clean-up package.
- Provide an incentive for early booking of irrigation system start-up services by bundling them with lawn care.



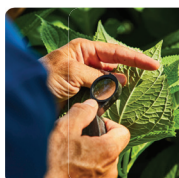
Spring Cleanup

Promote garden bed clean-up, debris removal, and soil preparation.



Lawn Care Services

Include aeration, dethatching, fertilization, weed and pest control, and over seeding to prepare lawns for the growing season.



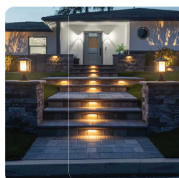
Plant Health

Inspect and Treat all Trees and Shrubs for pests, Fertilizer Applications.



Irrigation System Startup

Offer inspection, repair, and activation of irrigation systems.



Lighting System Maintenance

Offer to adjust, inspect, repair, and replace bulbs.



Planting & Flower Bed Installation

Suggest seasonal flower planting changes, shrub installation, and tree planting.



Mulching & Edging

Propose fresh mulch applications and re-edging of garden beds for a clean look.

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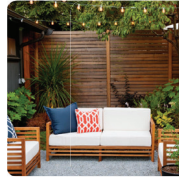
Develop Seasonal Cross-Sell Opportunities

Summer: June through August

Create a list of
Services to Promote:

Cross-Sell Tactics:

- Bundle hardscape installations with complimentary seasonal maintenance services.
- Offer a discount on water feature installations for clients who have booked multiple summer enhancement projects.



Landscape Enhancements

Offer design and installation of hardscapes like patios, walkways, and retaining walls.



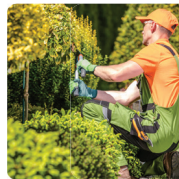
Outdoor Living Spaces

Promote the creation of outdoor kitchens, fire pits, seating areas, and pergolas.



Water Features

Suggest the installation of fountains, ponds, or water gardens for a tranquil landscape.



Seasonal Planting & Maintenance

Offer mid-season flower bed refreshes and regular garden maintenance.



Lawn Care Continuation

Continue promoting lawn mowing, pest control, and irrigation management.

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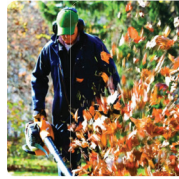
Develop Seasonal Cross-Sell Opportunities

Fall: September through November

Create a list of
Services to Promote:

Cross-Sell Tactics:

- Bundle fall cleanup services with lawn renovation packages.
- Offer a discounted landscape lighting installation for customers who book tree planting services.



Fall Cleanup

Focus on leaf removal, debris clean-up, and preparation of the landscape for winter.



Lawn Renovation

Suggest overseeding, aeration, and fertilization to prepare the lawn for the next growing season.



Planting of Trees & Shrubs

Promote the planting of trees, shrubs, and bulbs for spring blooms.



Landscape Lighting Installation

Offer the installation of landscape lighting to enhance safety and aesthetics during shorter days.



Gutter Cleaning

Offer gutter cleaning services to prevent water damage and maintain proper drainage.

Develop Seasonal Cross-Sell Opportunities

Marketing Channels:

- 1. Email Campaigns:** Send seasonal personalized emails and newsletters highlighting the benefits of upcoming services and special offers.
- 2. Social Media Marketing:** Use social media platforms to showcase before-and-after photos, customer testimonials, and seasonal tips. Consider using targeted campaigns if your list is large enough.
- 3. Direct Mail:** Send postcards or flyers with seasonal service offers and discounts.
- 4. Website Updates:** Feature seasonal services prominently on the homepage and create dedicated landing pages for promotions.
- 5. Client Meetings:** During regular maintenance visits or project consultations, suggest upcoming seasonal services to clients.

Tracking and Measurement:

Customer Feedback:

Regularly gather feedback to refine offerings and improve service quality.

Sales Tracking:

Monitor the uptake of seasonal promotions and cross-sell packages to assess their effectiveness.

Customer Retention:

Track repeat customers and new customers gained through referrals or promotions.

Conclusion:

A year-round seasonal cross-sell program can significantly boost revenue for a landscape company by capitalizing on the natural cycles of the landscape. By offering timely and relevant services, educating customers, and providing value through bundled packages and discounts, you can enhance your clients' properties while driving business growth.

Enhancement Idea List (1-5)

1 Lawn & Garden Care

- **Lawn Aeration:** Improves soil health and promotes stronger grass growth.
- **Overseeding:** Thickens lawns and fills in bare patches.
- **Fertilization:** Enhances lawn and plant growth with seasonal fertilization plans.
- **Dethatching:** Removes thatch buildup to improve lawn health.
- **Weed Control:** Offers targeted weed control for lawns and garden beds.
- **Seasonal Flower Planting:** Provides color and variety with annual and perennial flowers.
- **Mulching:** Fresh mulch application for garden beds, trees, and shrubs.

2 Hardscaping Projects

- **Patios & Walkways:** Design and installation of stone, brick, or concrete patios and walkways.
- **Retaining Walls:** Install retaining walls for erosion control and garden bed support.
- **Driveway Enhancements:** Offer upgrades like cobblestone edging or decorative gravel.
- **Outdoor Kitchens:** Create functional outdoor cooking spaces with grills, countertops, and storage.
- **Fire Pits & Fireplaces:** Install custom fire pits or outdoor fireplaces for year-round enjoyment.

3 Water Features

- **Fountains & Waterfalls:** Add tranquility with custom water features.
- **Ponds & Water Gardens:** Design and installation of ponds with aquatic plants and fish.
- **Irrigation Systems:** Offer installation, repair, and maintenance of automated irrigation systems.
- **Rain Gardens:** Install eco-friendly rain gardens to manage stormwater runoff.

4 Outdoor Living Spaces

- **Decks & Pergolas:** Design and build wooden or composite decks and pergolas for shade and outdoor living.
- **Outdoor Lighting:** Install landscape lighting for safety, security, and aesthetic enhancement.
- **Seating Areas:** Create cozy seating areas with benches, swings, or custom-built furniture.
- **Privacy Screens:** Install natural or artificial screens for added privacy in outdoor spaces.

5 Tree & Shrub Care

- **Tree Pruning & Trimming:** Maintain tree health and safety with regular pruning.
- **Shrub Trimming & Shaping:** Offer seasonal trimming and shaping for ornamental shrubs.
- **Tree & Shrub Planting:** Enhance landscapes with new tree and shrub installations.
- **Stump Grinding & Renewal:** Provide stump removal services to clear unwanted tree stumps.

Enhancement Idea List (6-10)

6 Seasonal Services

- **Spring & Fall Cleanup:** Offer comprehensive clean-up services to prepare for seasonal changes.
- **Holiday Decor:** Provide holiday lighting and decor installation and removal services.
- **Snow Removal & Ice Management:** Offer snow plowing, shoveling, and ice management services in winter.
- **Gutter Cleaning:** Provide gutter cleaning to prevent water damage and ensure proper drainage.

7 Environmental & Sustainability Services

- **Native Plant Installation:** Promote native plants to reduce maintenance and support local ecosystems.
- **Composting Solutions:** Offer composting systems for garden waste and organic matter.
- **Green Roofs:** Install green roofs for energy efficiency and environmental benefits.
- **Sustainable Landscaping:** Implement xeriscaping or drought-resistant landscaping to conserve water.

8 Specialty Services

- **Landscape Design Consultation:** Offer design services for customized landscape plans.
- **Vertical Gardens & Green Walls:** Install vertical gardens or green walls for a unique aesthetic.
- **Artificial Turf Installation:** Provide synthetic turf installation for low-maintenance lawns.
- **Custom Planters & Containers:** Design and build custom planters for patios and entryways.

9 Maintenance & Upkeep

- **Paver & Stone Sealing:** Offer sealing services for patios, walkways, and driveways to protect surfaces.
- **Fence & Gate Installation:** Install or repair fences and gates for added security and privacy.
- **Pressure Washing:** Provide pressure washing for driveways, patios, decks, and siding.
- **Lawn Renovation:** Offer complete lawn renovation services to restore damaged or neglected lawns.

10 Additional Features

- **Outdoor Soundsystems:** Install weather-resistant sound systems for outdoor entertainment.
- **Irrigation System Winterization:** Prepare irrigation systems for winter to prevent damage.
- **Edging & Border Installation:** Install edging around garden beds and walkways for a polished look.
- **Grading & Draining Solutions:** Offer grading and drainage improvements to prevent water issues.

Enhancement Sales Process Strategy

Sales Process Management

Sales Process Stages

1) Lead Generation

Activities: Marketing campaigns, referrals, trade shows, online inquiries.

Tools: CRM, lead generation software.

2) Lead Qualification

Activities: Initial contact, needs assessment, qualification criteria (budget, interest, timeline).

Tools: CRM, qualification frameworks.

3) Proposal Development

Activities: Site visits, proposal creation, cost estimation, enhancement recommendations.

Tools: Proposal software, cost estimation tools.

4) Sales Presentation

Activities: Presenting proposals, addressing objections, demonstrating value.

Tools: Presentation software, demo materials.

5) Negotiation & Closing

Activities: Negotiating terms, finalizing contracts, closing the sale.

Tools: Contract management software, e-signature tools.

6) Post-Sale Follow-Up

Activities: Client satisfaction check, onboarding, service implementation.

Tools: CRM, customer feedback surveys.

Sales Targets

- **Revenue Targets:** Set monthly, quarterly, and annual revenue goals for enhancement sales.
- **Project Count Targets:** Define the number of enhancement projects to be sold.
- **Average Deal Size:** Establish targets for the average value of enhancement projects.
- **Customer Acquisition Targets:** Set goals for acquiring new clients specifically for enhancement services.

Enhancement Sales Process Strategy

Key Performance Indicators (KPIs)

Leading Indicators

1) Number of Leads Generated

Track the quantity of leads coming in through various channels.

2) Lead Conversion Rate

Measure the percentage of leads that convert to qualified opportunities.

3) Proposal Submission Rate

Monitor the number of proposals created and submitted to potential clients.

4) Sales Activity Volume

Track the frequency of sales activities such as meetings, calls, and presentations.

5) Sales Cycle Length

Measure the average time taken from lead generation to closing a sale.

Lagging Indicators

1) Revenue From Enhancement Sales

Track total revenue generated from enhancement services.

2) Win Rate

Measure the percentage of proposals that result in a closed sale.

3) Customer Satisfaction Score (CSAT)

Assess client satisfaction with completed enhancement projects.

4) Deal Size & Value

Analyze the average value of closed enhancement deals.

5) Sales Quota Achievement

Measure the percentage of sales targets achieved by the sales team.

Enhancement Sales Process Strategy

Incentive Management

Commission Structure

1) Base Salary + Commission

Provide a base salary with a commission on enhancement sales.

2) Tiered Commission Rates

Implement tiered commission rates based on revenue thresholds (e.g., higher commission for exceeding targets).

3) Bonus for Achieving Targets

Offer bonuses for meeting or exceeding monthly, quarterly, and annual sales targets.

Performance Based Incentives

1) Top Performer Awards

Recognize top sales performers with awards or special recognition.

2) Customer Satisfaction Bonuses

Provide bonuses for achieving high customer satisfaction scores.

3) New Client Acquisition Bonuses

Offer additional incentives for securing new clients for enhancement services.

Non-Monetary Incentives

1) Recognition Programs

Implement recognition programs to celebrate top achievers (e.g. employee of the month).

2) Career Development Opportunities

Offer training, professional development, and career advancement opportunities as rewards.

Enhancement Sales Process Strategy

Reporting & Analysis

Sales Dashboard

1) Tools

CRM with dashboards.

2) Metrics

Track real-time sales performance, including lead generation, proposals, revenue, and conversion rates.

Regular Reporting

1) Weekly Reports

Provide weekly updates on sales activities, lead progress, and performance metrics.

2) Monthly Reviews

Conduct monthly reviews to assess progress toward targets, analyze KPIs, and adjust strategies.

3) Quarterly Performance Reviews

Perform in-depth quarterly evaluations of sales performance and incentive effectiveness.

Performance Analytics

1) Trend Analysis

Identify trends and patterns in sales data to forecast future performance.

2) Benchmarking

Compare performance against industry standards and historical data.

Enhancement Sales Process Strategy

Sales Training & Support

Training Programs

1) Sales Techniques

Provide training on advanced sales techniques, objection handling, and negotiation skills.

2) Product Knowledge

Ensure salespeople have in-depth knowledge of enhancement services and their benefits.

3) CRM Training

Train the sales team on using CRM tools effectively for tracking and managing sales activities.

Sales Tools

1) CRM Systems

Ensure use for tracking leads, opportunities, and performance.

2) Proposals

Standard language in the proposals including templates and descriptions to streamline proposal creation and tracking.

Enhancement Sales Process Strategy

Continuous Improvement

Feedback Mechanisms

1) Sales Team Feedback

Regularly gather feedback from the sales team on the sales process, tools, and incentives.

2) Customer Feedback

Collect feedback from customers to improve service delivery and sales strategies.

Process Optimization

1) Regular Audits

Conduct regular audits of the sales process to identify and address inefficiencies.

2) Best Practices

Implement best practices based on successful sales strategies and industry benchmarks.



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