		1	2	3	4	5	7			
SUCCESS Training Card Index										
Introduction/ Getting Started										
	Front Card	**All**	1			1				
1	First Day in the Store	**OK**	1			1				
2	Our Mission and Your Mission		1			1		Website page: Our Story		
3	Dress & Conduct Standards		1			1				
4	Telephones, Transfers & Paging		1			1				
5	2-Way Radio Communications		1			1				
6	Fulfilling Your Responsibility		1			1				
Company Values and Standards										
1	Our Core Values		1			1				
2	Values in Action-Teamwork					1				
3	Choose a Positive Attitude					1				
4	Build Trust- Make & Keep Commitments					1				
5	Answer Requests with a YES					1				
6	Create a Neat Clean Safe Space					1				
Customer Experience Standards										
1	Cultivate Our Garden!									
2	Greet with a Smile-10 Secs or 10 Feet									
3	Approach those Who Signal for Assistance									
4	Offer a Verbal Tour		1							
5	Engage Customers in Conversation									
6	Research Interests and Preferences									
7	Listen to your Customer									
8	Educate thru Features & Benefits									
9	Direct Them to Products or Solutions					1		**Website:**	**Videos:**	
								Expert Tips	When to Visit the Garden Pharmacy	
								Delivery	Meet Our Garden Coach	
								Plant Diagnosis	Lawn and Garden Consultation	
								Ask Us for Advice	Ways We Can Help: Ready-Made Design	
								Consultations	Ways We Can Help: Tree and Shurb Planting	
									Keeping Animals Out of Your Garden	
									Mosquito Control	
10	Stop & Serve All Customers							Website page: B2B Services		
11	Explore & Resolve Questions & Concerns									
12	Complete This Sale & Add On									
13	NextSteps: Thank and Invite Back							Website page: Locations		
14	Assist Multiple Customers									
Product Knowledge: Spring										
1	Most Commonly Asked Questions							Website page: FAQs		
2	Commonly Asked Nursery Questions									
3	Seeds, Grass & Mulch							**Website:**	**Videos:**	**Blogs:**
								Lawn Care	Spring Lawn Care	Summer Lawn Care
								Three Tips to a Beautiful Lawn	Fall Lawn Care	Tips for Keeping Your Lawn Healthy
										Simplified Spring Lawn Care
										Tips for Winter Lawn Prep
										Fall Lawn Care Made Simple
4	Indoor & Tropical Plants							**Website:**	**Videos:**	**Blogs:**
								-Shop Online	House Plant Care Playlist	Plants to Keep You Healthy This Winter
								House Plant Care Pages	Tips for Watering House Plants	Live Healthy: Clean the Air with House Plants
								Plants for the Patio	Creating a Tropical Oasis	The Benefits of House Plants
									Office/Desk Plants	Tips for Watering Your Plants While You're Away
									Style Your Home with House Plants	
5	Fabulous Flowing Fountains									Blogs:

											Winterizing Garden Decor
6	Enticing Edibles							**Website:**	**Videos:**	**Blogs:**
								Planting a Vegetable Garden	Edible Gardening Tips	Vegetable Gardening 101
								Caring for Vegetables	Tips for Growing Tomatos	Vegetable Planting Compaion Guide
								Growing and Using Herbs	Plant a Victory Garden	Grow Herbs Indoors
								Planted Detroit Microgreens and Herbs	Edible Gardening Playlist	All Edible Gardening Blogs
									Culinary Container Garden	
									Using Microgreens and Herbs this Fall	
7	Impressive Containers							**Website:**	**Videos:**	**Blogs:**
								-Shop Online	Container Gardening Essentials	Choosing the Perfect Contianer
									Cutting Contianer Gardening	Contianer Gardening Made Easy
									Container Gardening Care	
									Container Gardening Playlist	
									Seasonal Container Refresh	
8	Home Accents							**Website:**	**Videos:**	**Blogs:**
								-Shop Online	Gracie's New Favorite Products	Winterizing Garden Decor
9	Floral Department							**Website:**	**Videos:**	**Blogs:**
								-Shop Online	Flowering Arranging Playlist	Caring for Fresh-cut Flowers
								Cut-flower Care		7 Tips to Keep Cut Flowers Fresh
								Daffodil Care		
10	Annuals- Color, Fast & Fun							**Website:**	**Videos:**	**Blogs:**
								-Shop Online	How To: Plant Annuals	How to Select a Healthy Plant
								Color All Season: Tips for Planting Annuals	Keep Annuals Looking Great	
								Annuals	How to Deadhead Annuals	
									Keep Containers Looking Good	
									A Garden Inspiration: Four Star Gareenhouse	
11	Perennials							**Website:**	**Videos:**	**Blogs:**
								-Shop Online	How To: Plant Shrubs and Other Perennials	How to Select a Healthy Plant
								How to Succeed with Perennials	Tips for Transplanting Perennials	Summer Blooming Perennials
								Care and Planting Instructions	Tips for Dividing Perennials	Six Long-Blooming Perennials
								Top 10 Low Maintenance Perennials	All About Roots (perennials)	Tips for Diving and Transplanting Perennials
									Summer Perennial Care	
									Low Maintenance Perennials	
									Plants for Shade	
									A Garden Inspiration: Four Star Gareenhouse	
									Plants for Wet Areas	
									Plants for Dry Areas	
12	Patio Furniture							**Website:**	**Videos:**	**Blogs:**
								-Shop Online	English Gardens Patio Furniture	Tips for Selecting Patio Furniture
								Configuring Your Patio	Protect Your Investment with Patio Furnitrure Covers	6 Tips for Selecting the RIGHT Patio Furniture
								Creating an Outdoor Room	Creating an Outdoor Room	
								Finding the Prefect Patio Set	Patio Playlist	
								Patio Furniture Land Page	English Garden Patio Furnitrue Selection	
								What Material is Right for Me		
13	Trees & Shrubs							**Website:**	**Videos:**	**Blogs:**
								How to Plant Trees and Shrubs	How to Plant Shrubs	
								Trees & Shrubs	Plants for Privacy	
								Shop Online		
14	Lawn & Garden Products							**Website:**	**Videos:**	**Blogs:**
								Shop Online	When to Visit the Garden Pharmacy	Beneficial Insects: Warding Off Pests and Pollinating Your Yard
								Bee Informed: Neonicotinoids	Spring Lawn Care	What's Eating My Garden
									Fall Lawn Care	
15	Landscaping Services							**Website:**	**Videos:**	**Blogs:**
	-Overview							Landscaping Company	English Gardens Landscape Company	Get Your Landscape Summer Ready

	-Full-service							Full Service Design Installation	Landscape Design 101 Part 2	The Blueprint: Looking at Landscape Drawings
	-Online leads							Request Form	Landscape Design 101 Part 1	
	-DIY Services							DIY Assistance	Ways We Can Help: Play List	DIY Landscape Services
16	Making Customers Successful									
Loss Prevention and Safety										
1	Prevent Shoplifting									
2	Internal Loss Prevention									
3	English Gardens Safety Policy									
4	Missing Child/ Parent Procedure									
5	Prepare for Emergencies									
6	Severe Weather Procedures									
Daily Retail Operations										
1	It's All About the Customer Experience									
2	Customer Experience Responsibilities							Website: Deliveries		
3	How to Make Deliveries									
4										
5	Accepting Deliveries									
6	Loading Vehicles & Managing Carts									
7										
8	Greenhouse Daily Maintenance									
9	Trees & Shrubs Daily Maintenance									
Product Knowledge: Christmas										**Blogs:**
										Christmas at English Gardens
1	Fresh Christmas Trees							**Website:**	**Videos:**	**Blogs:**
								Fresh Christmas Trees, Wreaths & Greens	How to Select a Fresh Tree	
								Selecting the Perfect Tree		
								A Guide to Fresh-cut Trees		
2	Fresh Wreaths, Garland and Trim							**Website:**	**Videos:**	**Blogs:**
								Caring for Holiday Greens	Fresh Garlands for the Holidays	
									Fresh Wreaths for the Holidays	
									Caring for Fresh Greens	
3	Christmas Trim & Décor							**Website:**	**Videos:**	**Blogs:**
								How to Decorate a Christmas Tree	How to Decorate a Tree	How to Decorate an Entrance
								The Story Behind Our Merry Marie Collection	Decorating a Mantel	
								Shop Ornaments	The Story Behind Merry Marie	
4	Lifelike Trees, Wreaths and Garland							**Website:**	**Videos:**	**Blogs:**
								A Guide to Life-like trees	An Overview of Life-like Trees	
								Selecting the Prefect Tree	Life-like Christmas Tree Set up & Storage	
								English Gardens Life Like Trees		
								Shop Life-like Trees		
								Shop Life-like Wreaths and Garland		
5	Christmas Lights							**Website:**	**Videos:**	**Blogs:**
								Dazzle Your Holiday with LED Lights	Go Wireless This Christmas	Product Spotlight: LED Christmas Lights
								Christmas Lighting Tips	What's New in Lights	
								Shop Christmas Lights	$1 Christmas Light Trade In	
									How to Troubleshoot and Repair a Light Stand	
									Why English Gardens Lights are Better	
									Holiday Lighting Solutions	
6	Customer Services throughout the Store									
7	Make Customers Successful									
Point of Sale										
1	Operation Invitation									
2	Customer Greetings/ Customer Info									

3		Scanning Basics								
4		POS Service Standards								
5		Opening and Closing POS								
6		Handling Special Items		1						
7		Bagging Techniques								
8		Processing Credits								
9		Processing Payment -Cash & Chks								
10		Processing Payment -Other Methods								
Visual Merchandising										
1		The Importance of Merchandising		1						
2		Merchandising Basics		1						
3		Planning & Building Displays		1						
4		Store Fixtures & Storage		1						
5		Code Green- Restocking a Section		1						
6		Glossary of Merchandising Terms		1						