

NEWS from the Landscape Company

"Professionals Doing Extraordinary Work"

Spring is finally here! April is going to be a very busy month. We are starting to work on spring clean ups for our customers. This includes cutting back perennials, pruning trees and shrubs, touching up edging, laying down mulch, fertilizer and pre-emergent. New landscapes are starting to get installed too.



As always, your help is crucial for our success. We urge all associates to continue discussing our landscaping services with potential customers. Please ask questions and listen for any clues that may

indicate the customers need professional help with their landscape projects. The following is a refresher to all associates on the current proper lead taking procedures:

If you have a tablet or have access to a computer terminal, please fill out the lead request online through the English Gardens website.



Looking for ways to earn more cash? English Gardens has several bonus plans to do just that:

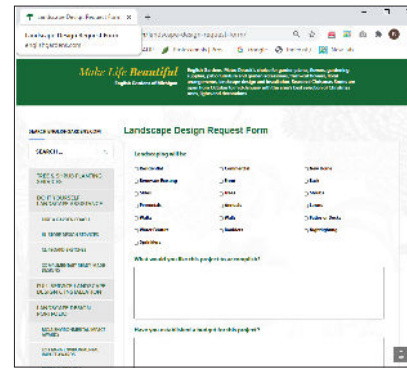
- Get a vaccine against Covid-19. English Gardens will pay \$100 to any associate who can provide proof they've been vaccinated. Just send a copy to the HR Department: Nicole Phillips or Kendra Bleakley.
- Refer your friends, family and neighbors – English Gardens has many job opportunities. How it works:
 - o Refer a new employee to English Gardens retail stores. Once that person is hired and works for 60 days, you'll receive \$200.
 - o Refer a new employee to English Gardens Landscape Company. Once that person is hired and works for 90 days, you'll receive \$500.

If you don't have access electronically, please fill out the printed lead sheet and follow these steps:

1. Use the consultation form found on the landscape podium
2. Fill out the consultation form completely, as it asks all of the questions Landscape Company needs to correctly process the lead and contact the client
3. After completing the consultation form, FAX it to the Landscape Company at 248-874-1411
4. Wait for the fax confirmation and attach it to the original
5. Send the original and confirmation to the Landscape Company through inter-office company mail

The lead will then be assigned to a designer and the client will be contacted by the designer to set up an appointment. When the project is sold, a spiff prize will be awarded to the store employee who took the lead. Don't forget, you also receive \$5 for every lead that you fill out properly!

Finally, the Landscape Company is hiring for several positions including: design staff, crew leaders, crew members, and interns. Please inform any job seekers about our open positions!



Benefits Corner for Employees

Show Me the Money!

- Participate in our Store Team Monthly Bonus Program. English Gardens contributes cash into a store pool to be shared by all associates.
 - o \$5 for each full-priced Garden Club membership sold
 - o \$5 for each valid Landscape lead
 - o \$1 for each new valid e-mail address obtained
 - o \$1 for each unique item captured on the Lost Sales Report

Additionally, the Landscape Company will provide a pizza lunch for your store if you hit the monthly goal for capturing landscape leads.

More details about all of these programs should be posted on your employee bulletin boards. Or ask your manager for details.



APRIL EVENTS

Easter

April 4

Employee Discount Day 50% Off

April 8

Employee Discount Day 50% Off

April 9

Ask the Experts: Q&A Live Zoom Webinar

April 15

Earth Day

April 22

Employee Discount Day 50% Off

April 22

Employee Discount Day 50% Off

April 23

Creative Containers with J Schwanke

Live Zoom Webinar

April 29



OBSERVATIONS

The Customers are Ready, Are You?

by John Darin, President



Spring is here! Pansies are in the store! Customers are ready to garden! Are we ready to meet the demands that the selling season will bring?

Here is a fun acronym that can help us remember our priorities in the month of April.

A- Aisles Free and Clear to Do Business. The aisles are free of racks and pallets of merchandise; and aisles are clear and inviting!

Customers should be able to see to the end of an aisle without obstruction, and move freely even when crowded with other customers. Signs and sign holders are neat and tidy.

P- Product Knowledge. Over the past few months, all associates have attended a variety of training sessions: virtually, in person, or online. Are all of our experts armed with the answers to help meet customers' needs? Are new associates ready with Pocket Guides and Success Training under their belts? Customers come to us for our knowledgeable staff of well-trained service professionals. Let's be ready to make their shopping experience one that will bring them back again and again!

R- Restock Daily. This applies to inventory and hot-selling items, but also to vendor catalogues and service brochures that should be readily available to give to customers, to ensure their return; or their success for their gardening project.

I- Invite and Inspire. Cashiers live Operation Invitation every day. Now is the time to shine in all departments. Invite the customer to explore a new category or browse fun and exciting new products. As always, thank each customer for shopping with us and invite them to come back soon (and to tell their friends)!

L- Lasting Impression. Greet and thank each customer. Making an impression also relates to your uniform. Is it neat and clean, with your name badge visible? This way if a customer has an amazing shopping experience, they can leave a review or a comment for you by name; and come back to shop with you in the future.

Thank you for all of your hard work and I look forward to a successful Spring!

John Darin

SAFETY It's Everyone's Business *Spring is here!*

With the arrival of warmer weather, we want to make sure our stores remain a safe and comfortable place to shop and work.

Even though people are getting vaccines, we are not relaxing our protocols regarding the coronavirus. While working and shopping in our stores, we still require the following:

- Practice social distance;
- Wear a mask or face covering to cover your mouth and nose; and
- Use a credit or debit card to help maintain contact-less shopping.

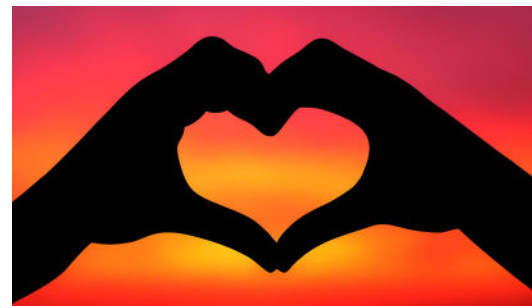
Additionally, we are continuing our strict cleaning procedures. Register areas, counters, door knobs and handles, and other high-touch area are sanitized throughout the day. Shopping carts are cleaned after each use, and available at the front door.

The iWave filtration systems we installed in our stores help clean the air and create a healthy environment. Additionally, we want to keep our doors open as much as possible to keep fresh air flowing throughout the store.

More customers are visiting our stores this season. We appreciate your help to keep everyone safe!

W WELLNESS CORNER

*Love is
All You Need*



Improving your health, being happy, and reducing stress and anxiety can be as simple as exercising, eating well, and loving more. Yes, I said loving more.

Several studies have found a link between love and good health. When we feel and show love to others, we feel happier, healthier, hopeful, and appreciated. In turn, we tend to eat healthier, exercise, and have better attitudes. Love is also a great stress reducer.

Regardless of what's going on in the world around you, it's important to show love to yourself first and then others. Sometimes all we truly need is a little more love.

Love can be shared with a verbal, mental, or physical connection. I know that in my heart and mind I feel so much better when someone does something nice for me or shares kind words. There are many benefits to feeling loved. When we feel and show love to others, we have less anxiety, a calmer heart, and steadier nerves. When we feel peaceful, our bodies are better able to regulate our blood sugar and heart rate, our immunity is increased, and our bodies boost up our production of anti-stress hormones.

As always, the best way to show love to yourself is by eating healthy, exercising, maintaining a positive outlook on life, and of course, loving more.

Today is a new day, and another chance to be good to yourself. Until next time, smile often, love more, and eat healthy.

- Love, love, love,
Florine Mark

SELL FOR SUCCESS

Resources for You

Product knowledge and training is important at English Gardens. We want all associates to have information on products and services from each category to effectively engage with customers and provide educated answers and solutions to their needs. It's the foundation for a successful selling season.

If you need details on our products or services, we have many helpful resources:

- **Sell for Success Training Cards:** Each store has a supply of training cards that have been developed on key areas of our company. They're a great go-to if you need a refresher or if you've just joined us and need some basics.



- **The monthly Sales Planner:** The merchandising and marketing departments put together a planner every month with details on top-selling products and categories for the month. A copy of the Planner should be in your lunch room. Ask your manager for details.

- **Spring Training Presentations:** Launched in March, these presentations provide an overview of the Spring season and key information. The presentations are housed in the associate section of our website. Navigate to the bottom. Click on the link and enter the password: senior20. You'll find them in the section labeled: Training Videos

- **EnglishGardens.com:** Our website has many resources for customers and for you! Check out our blogs, videos, expert tips and other newly developed sections this year: House Plants and Hello Spring.

House Plants

<https://www.englishgardens.com/green-house-plants/>



Amy Crank, from our marketing team, created a page for different house plants we're highlighting each week. Jen Lau is hosting a video that talks about that particular plant. We're sending videos and tips to our customers each week in our emails. A great resource if you want to learn more about this category.

Hello Spring Video Series & Webinars

<https://www.englishgardens.com/hello-spring/>



In late March, we launched a series of videos that we're posting on our website every week and sending via email to our customers every Thursday. Topics include:

- Lawn Care
- Gardening 101
- Creating an Outdoor Room
- Planning your Victory Garden

Plus, we're hosting two Zoom Webinars:

- Ask the Experts on Thursday, April 15 at 7 pm
- Creative Containers with J. Schwanke on Thursday, April 29 at 7 pm

You should have information on Hello Spring in your store. Ask your manager if you want more information, or check out our website.

There is a lot of great content from our experts! Many thanks to everyone who made this possible.....we've taken our annual Garden Party Weekend virtual!



Dearborn Heights- Pat listened to me. She checked all the information she had access to. She was kind and patient. I enjoyed working with her!

West Bloomfield- We had a very enjoyable shopping experience, with your knowledgeable, kind, helpful staff.

Royal Oak- Amy was awesome and hospitable. I called the store looking for a plant, she told me they just got some in stock. I showed up and the moment I walked in the door, she walked me right over to the

plants and everything I was looking for! Super helpful and very friendly! Good selection of all types of plants.

Plymouth- I was given prompt, courteous service. The Supervisor, Suzanne, was very nice and she personally helped me, including the transfer of the Spathiphyllum to a new pot. The young lady at the checkout was also very kind and efficient. It was a pleasant experience to shop at EG, and I expect to shop with you again.



EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	Location
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MANAGERS:

55	John Darin	OLDE
42	John VanHouten	CT
21	Jill Clissold	WB
19	Paul Graebert	EP
15	Gregory Pizzino	PN
13	Becky Abercrombie	ACO
8	Margaret Gallagher	OLDE
3	Nicole Phillips	ACO
2	Dan Miller	ACO

ASSOCIATES:

17	Jamey Gutierrez	FAU
11	Daniel Lemanski	CT
8	Carolyn Berwick	LC
7	Lori Heiden	WB
7	Ciara Forbers	RO
7	April Braden	RO
7	Mary Gidner	EP
6	Sara Earl	RO
6	Carol Wilkinson	DB
6	Elisabeth Johnson	EP
5	Margaret Hammond	EP
4	Amy Kanakri	RO
3	John Darin	PN
3	Tuesday Green	WB
3	Marie Goforth	WB
2	Jarod Fritchman	LC
2	Debra Denson	RO
2	Noah Bruce	DB
1	Nicole Christensen	PNLC