

Fresh from the Garden

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JUNE EVENTS

ASSOCIATE APPRECIATION DISCOUNT DAYS

Enjoy 30% off
 Thursday, June 6 & Friday, June 7

LADYBUG GIVEAWAY Saturday, June 8

FREE SEMINAR: BUGS: THE GOOD, THE BAD, THE UGLY

Six Main Stores
 Saturday, June 8 at 10 a.m.

SUPER SPROUTS KID'S CLUB EVENT: PAINT A BBQ APRON FOR DAD

Six Main Stores
 Saturday, June 8 at 11:30 a.m.

FREE SEMINAR: ATTRACTING BIRDS & BUTTERFLIES

Six Main Stores
 Saturday, June 15 at 10 a.m.

FATHER'S DAY Sunday, June 16

SUNRISE TO SUNSET SALE

Wednesday, June 19 thru Friday, June 21

ASSOCIATE APPRECIATION DISCOUNT DAYS

Enjoy 30% off
 Thursday, June 20 & Friday, June 21

CREATIONS & COCKTAILS MITI WORKSHOP: TERRARIUM TRIO

Six Main Stores
 Thursday, June 20
 6 p.m. Eastpointe; 7 p.m. Other Stores

FIRST DAY OF SUMMER Friday, June 21

FREE SEMINAR: THE LOW MAINTENANCE GARDEN

Six Main Stores
 Saturday, June 22 at 10 a.m.

ENGLISH GARDENS 65TH ANNIVERSARY

Sunday, June 23



OBSERVATIONS

Customer Service is the Key to our Success-

The Center of Everything We Do

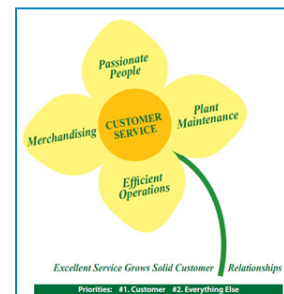
by John Darin, President



As we celebrate our 65th anniversary this month, it is a perfect time to reflect on the customer service model that has set us apart from our competitors and keeps customers returning to our stores.

Excellent service grows solid customer relationships. You can be passionate about the industry and the products we sell, water and care for all plants appropriately, run efficient operations- getting products right from the truck to the selling floor,

and merchandise everything just right- signing sale items, set beautiful promotional endcaps, etc. but if you do not service the customers in your stores with the exceptional interactions they have grown to expect, then you cannot truly be successful! They are the reason we have flourished for 65 years. We need to continue to cultivate these relationships with our customers, every day in everything we do.



Here are a few tips to remember when interacting with your customers:

- Greet every customer: Make eye contact, smile and say Hello.
- Be visible and available: Customers shop at different paces, so be ready and available when they are ready to ask questions or make a purchase decision.
- Use the customer's name, whenever you can. Thank them by name when they checkout. You obtained this information, so personalize the experience with it.
- Be helpful: If you don't know the answer to a question, find someone who does and listen to the response so you'll be able to answer that question the next time.
- Be personable: Our stores are feel-good places. Share upcoming events and show new products that just arrived. Be a resource. Give them your business card so they can ask for you the next time they're in the store.
- Capture your customer's information: Name and email at the very least. This makes returns easier, as well as allows us to communicate with them via email for promotions, upcoming events and gardening tips.
- Thank them for shopping with us and invite them back.
- Remember, Spring is a marathon, not a sprint!
- Keep up the great work and thank you for all that you do!

John Darin

NEWS

from the Landscape Company

Professionals doing extraordinary work

The Landscape Company is operating at full capacity this time of year. Leads are coming in rapidly, which is a great sign as homeowners are eager to enhance their outdoor living spaces. Much of the success can be attributed to a great marketing plan and all the hard work from the store associates spreading the landscape message. We have received about **951** total leads this year, in which **475** of them came directly from the English Gardens Stores. We would like to say "Thank You" for all of you who have discussed the Landscape Company with potential customers, and sent us a lead. We appreciate it very much.

With that being said, we encourage all store associates to continue sending us leads, and we promise to do everything we can to sell a job and get you a Spiff. We typically start to see a decline in leads toward the end of June as school gets out, and our customers begin to take vacations. This is the time that we especially need the store staff to continue promoting the Landscape Company. Please review the following lead procedures, and share this information with any associate who may not be as familiar with the process:

When an inquiry comes in about the landscape services either by phone or in person:

1. Use the consultation forms found on the landscape podium or fill it out on our website.
2. Fill out the consultation form completely, it asks all of the questions Landscape Company needs to correctly process the lead and contact the client.
3. After completing the consultation form on paper, fax it to the Landscape Company at 248-874-1411. If filling out the request online, don't forget to hit submit!
4. If faxing, wait for the confirmation and attach it to the original.
5. Send the original and confirmation to the Landscape Company through inter-office company mail.
6. The lead will then be assigned to a designer and the client will be contacted by the designer to set up an appointment.
7. If the project is sold, a spiff prize will be awarded to the store employee who took the lead!

Special thanks to Ann Reimer, Anna Ferris, Amy Goodwin, Bob Walker, Chris Scott, Christine Forton, Cori Lademan, David Gruenawald, David Cooper, Debbie Mathews, Erin James, Greg Pizzino, Jackie Cronce, Kim Milewski, Karen Carducci, Jodi Ghedotte, Jordan Vanek, Jacki Cronce, Lori Heiden, Leah Debene, Leigh Pierson, Lisa Drew, Margaret Thorp, Mary Ann Nisley, Mary Sabatini, Marie Goforth, Naomi Rudolph, Nina Welch, Rosie Fraga, Sarah Miller, Sara Earl, Sean Mathews and Suzanne Bazner, Steven Alma. They all have sent us a lead in 2019.

SELL FOR SUCCESS:

GARDEN: APPROACH THOSE WHO SIGNAL FOR ASSISTANCE

WHAT "GOOD" LOOKS LIKE

It is important to know that 85% of all communication is "body language" which is nonverbal! That means only 15% of our communication is with words! Actions do speak louder than words. Our customers are verbally and nonverbally telling you exactly when they want to be assisted. If you watch you can read their signals.

How To Read & Respond To Body Language

There are 3 primary signals for assistance: *"I want assistance now."*

Body Language - Customers walking fast, looking confused, searching for a plant, approaching an Associate or standing in line looking annoyed; fidgeting.

Asking, *"Do you work here?" "Can you tell me where this is?" "What is the price of this?"*

How to respond: Serve those who want assistance first! Let the other customers browse. Quickly offer assistance to find a specific plant, locate a product, etc. Move at a quick pace. If they want something specific, walk them over to the item or hand them over to another Associate or department.

"Not now, but I may want assistance later."

Body Language - Customers moving slowly, looking at displays and browsing. Browsing customers say, *"I'm just looking around." "I'm fine, thanks."*

How to respond: Greet browsing customers and leave them alone unless they want to engage in conversation. Tell them you will come back and see if they're okay in a few minutes. Say, *"My*

name is ____, or anyone wearing this shirt can assist you. Have fun browsing!" They will shift to wanting assistance later. You can tell because they pick up their pace and start looking for an Associate. When a customer's pace picks up they want attention NOW, so go over to them and ask, *"What can I do for you?"* Re-approach browsing customers.

I do not want attention. (Leave me alone.)

Body Language - Customers who come in walking fast, head down, avoiding any eye contact. They don't want attention, so we greet them and leave them alone until they want assistance. Sometimes they are shy or hate to shop. They may be looking for assistance at any time during their visit.

Become excellent at reading all customer's signals. Honor their desire and timing for assistance and treat them with respect.

• Do Not Stand Around Or Lean On Anything.

No one likes watching Associates standing around, fidgeting or leaning on a fixture. So stand up straight with great posture, relax and look approachable. Show your customers that you really care. Indicate with your eye contact, smile and body language, *"Welcome to English Gardens. I'm happy to take great care of you."*

• Give Your Customers Space. Don't Crowd Them.

Every person has a protective energy field around them. When someone comes too close, they automatically back up. Demonstrate your sensitivity to customers by honoring their need for space, however, don't walk away from them or ignore them.

• Talk To Customers; Not Other Associates.

What does it communicate nonverbally when two Associates are talking to each other while customers are present?



Eastpointe	100% & 91%
Clinton Township	97%
Dearborn Heights	97%
West Bloomfield	94%
Royal Oak	97%
Plymouth	94%
Landscape	96%
Landscape PN	95%

SAFETY *It's Everyone's Business*

Heat Related Injuries- Stay Safe this Season

- Drink more fluids regardless of your activity level. Don't wait until you're thirsty.
- Don't drink fluids that contain large amounts of sugar.
- Sports drinks can help replace the salt and minerals you lose when you sweat.
- Wear light weight, light-colored, and loose-fitting clothing.
- Electric fans make dealing with the heat more comfortable, but when temperatures are in the 90s, fans will not prevent heat related illness.
- Some of the best ways to cool down is by taking a cool shower or just by moving to a cool air-conditioned place.
- Protect yourself from the sun by wearing sunglasses, wide-brimmed hat, and apply sunscreen.

Identifying Different Heat Related Illnesses:

- Heat Stroke: Symptoms include dry skin, dizziness, and a rapid strong pulse. With heat stroke, body temperature can rise up to 106° and can be life-threatening.
- Heat Exhaustion: Can happen before a heat stroke with symptoms of heavy sweating, nausea, light-headedness, rapid breathing, and a fast, weak pulse.
- Heat Cramps: Muscle pains or spasms that happen during exercise and also includes heavy sweating as well as feeling weak or light-headed.
- Heat Rash: Skin irritation from excessive sweating.

Treating Heat Related Illnesses:

- Treat a person by having them rest in a cool place, have legs slightly elevated for heat stroke and exhaustion. Give them a sports drink like Gatorade® or PowerAde®, or water if sport drinks are not available. Spray the person with water to help cool them down more and massage away muscle cramps.



EMPLOYEE NEWS



Rick Vespa is a Grandfather!

His granddaughter, **Hazel Esther Rosen**, arrived early Friday morning, May 17, three weeks early.

Mom and baby are doing great.
They went home the next day.

Congratulations!

Thank you to all the trainers who attended Anderson's Train the Trainer HI-LO Certification Class last month!

Training our teams on powered equipment is very serious business and safety, as always, is at the root of everything we do.

Thank you to: Nick Banks, David Cooper, Paul Graebert, Greg Pizzino, Paul Soulsby and John VanHouten.



Picture Proof that HR takes Safety training very seriously.

EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	Location
37	Lynette Darin-Walker	MO
18	Kathleen Gruden	RO
14	Chuck Debene	MO
13	Darrell Youngquest	MO
8	Bryce Stefanic	LD
8	John McLean	LD
5	Robert Morency,	ACO
3	Denise Miller	EP
2	Mary-MacKenzie Pratt	WB
2	Jaxon Malcolm	EP
2	Donna Myrick	CT
1	Andrew Harris	EP
1	Lori Tempest	CT
1	Caroline Sherman	WB

Health Corner for EMPLOYEES

Mood-Boosting Foods: 7 Foods for Greater Happiness

The healthiest mood-boosting foods might not always be the first thing on your mind when you find yourself diving into a bowl of **ultra-processed foods** like greasy chips or crispy fried chicken. These foods may temporarily taste amazing but often leave you feeling less-than-awesome afterward. It's our biology. Our brains are wired to turn to food to feel better.

Eating a poor diet is full of cascading effects that damage your mood. A poor mood can actually damage your immune system, slow down weight loss and lead to tension headaches. Ouch.

Luckily, there are foods that can actually improve our moods.

The following seven mood-boosting foods are proven to leave you feeling better.

7 Foods that Boost Your Mood

Here are some of my favorite happiness-creating, mood-boosting foods:

1. Avocado

This superfood is loaded with benefits ranging from protecting your heart to helping with digestion, but it's also a great pick for improving your mood. It's the No. 1 food to eat to feel happier.

2. Grapes

Juicy grapes are the ultimate take-along snack and are packed with antioxidants, especially flavonoids, which have been found to affect mood.

3. Shiitake mushrooms

This meaty mushroom brings a variety of nutrients to the table, including **vitamin B6**, particularly great for improving your mood and feeling good.

4. Raw nuts

Nuts are full of serotonin, a feel-good chemical that's in short supply when you're depressed. Nuts are also full of antioxidants and healthy fats. Just be mindful of how many you eat. Nuts are high in fat and calories, so a handful or two is usually the right amount.

5. Salmon

This lean protein contains double your recommended value of vitamin B12, which is crucial to warding off depression and staying mentally healthy. Salmon also packs a punch of mood-stabilizing essential fatty acids to keep your brain operating in tip-top shape.

6. Sesame seeds

Boosts the brain's dopamine levels, kicking the feel-good hormone into high gear.

7. Strawberries

Probably the most beloved of berries: The strawberry. Berries are rich in an array of vitamins and nutrients like vitamins A and C and manganese. Strawberries serve as a strong line of defense against brain degeneration, while also boosting the happy chemicals your brain produces. And who can argue at how good they taste?

Tell Us About It

CLINTON TWP –

I had the pleasure of shopping at your Garfield and Hall Road store yesterday. The beautiful pots and lush green plants that I got are fabulous. The best thing about my experience there, though, was Jim. Even though he was busy teaching another associate, he answered all my questions, directed me to plants that would work for me, and, just as importantly, directed me away from those that would not work as well. Jim is a treasure and I will definitely look to his advice again. I will also recommend him to all my friends.

WEST BLOOMFIELD –

Marie was most helpful, helping me find the flowers I wanted. She was so kind and professional. I would always want her assistance.

ROYAL OAK –

Jordan is such a delight and you are very fortunate to have her as a cashier. Love her great attitude!

EASTPOINTE –

Elisabeth J. was great! I learned so much from her. She was knowledgeable, extremely articulate and kind. I will be coming to her for all my lawn issues!

DEARBORN HEIGHTS –

Carol was an amazing delivery person!



Select the Best Produce

Summer is near and with it comes a wish for great-tasting, fabulous-looking, sweet-smelling, fresh produce. I love this time of the year because visiting the farmer's markets, roadside stands and curb carts is always such a feast for the eyes with the bountiful options and beautiful colors. I also love to grow vegetables right in my backyard, but this isn't always possible year-round in Michigan. So instead, I've become an expert in selecting the best produce right at my local grocery store.

When purchasing produce, it's important to know what's in season and buy local when you can. The less distance food has to travel, the quicker it goes from the field to your plate, which helps keep its peak nutritional value. Seasonal produce is also less expensive. Look at the list below to see what fruits and vegetables are in season right now.

- **Asparagus**, April-June
- **Beets**, May-October
- **Broccoli**, June-October
- **Cabbage**, June-November
- **Carrots**, May-November
- **Cherries**, June-July
- **Corn**, June-August
- **Peas and pea pods**, June-August
- **Peppers (sweet)**, June-September
- **Radishes**, May-October
- **Raspberries**, June-August
- **Spinach**, May-October
- **Strawberries**, June-July

Whether your fruits or veggies are supposed to be green, red or orange, the colors should be vibrant. The skin should be blemish-free: no discolorations, pits, cracks or wrinkles. Produce should be moist, but not moldy. Leaves, stalks and stems should look crisp, not droopy. Fresh produce, like those listed above, should have a fresh smell. For the corn, tear the husk down a little bit before smelling.

One last tip: Use your produce immediately. There is no point in handpicking the freshest, most colorful and flavorful fruits and vegetables only to have them go bad in the refrigerator or on the counter.

Fruits and vegetables are the cornerstone of any healthy diet. And at WW, fruits and vegetables are zero point. So, add a little color to your plate with fresh produce that are in season and grown right here in Michigan.

- Love, love, love,

Florine Mark