

Fresh from the Garden

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APRIL EVENTS

APRIL FOOL'S DAY

Sunday, April 1, 2019

GARDEN PARTY WEEKEND

Saturday, April 6 & Sunday, April 7, 2019

EMPLOYEE APPRECIATION DISCOUNT DAYS

Enjoy 30% Off

April 11, 12, 25, 26, 2019

FREE SEMINAR

Our Favorite Plants

Saturday, April 13, 2019 • 10 a.m.

KID'S EVENT

Easter Egg Hunt

Saturday, April 13, 2019 • 11:30 a.m.

PALM SUNDAY

Sunday, April 14, 2019

MAKE IT & TAKE IT WORKSHOP

Plant an Herb Garden

Thursday, April 18, 2019 • 7 p.m.

GOOD FRIDAY & PASSOVER BEGINS

Friday, April 19, 2019

FREE SEMINAR

The Basics of Pruning

Saturday, April 20, 2019 • 10 a.m.

EASTER SUNDAY

Sunday, April 21, 2019

Open until 5 p.m.

EARTH DAY

Monday, April 22, 2019

ADMINISTRATIVE PROFESSIONALS DAY

Wednesday, April 24, 2019

ARBOR DAY

Friday, April 27, 2019

PASSOVER ENDS

Saturday, April 27, 2019



OBSERVATIONS Are You Ready?

by John Darin, President



Spring is Here! The weather is getting warmer every day. Pansies are in the store! Customers are ready to garden! Are we Free and Clear to do business? This means aisles that are free of racks and pallets of merchandise, and the aisles are clear and inviting to our customers! Customers should be able to see all the way to the end of an aisle without obstruction, and move freely down the aisle even when crowded with other customers.

Products have been arriving all winter. Is everything on the sales floor that should be? By this time, we should be fully merchandised and excited for our customers to see what we have to offer them for all of their necessities in creating a beautiful Spring garden. Look around for items that may have been overlooked. Now is the time to get them on display!

Just as quickly as the plants have been arriving, the customers will do the same. Before the busy Spring rush, make sure you and your team are set up for success in selling and efficient business.

Check your personal items:

- Uniforms clean and neat
- Name badge
- Tool kits prepped

Check your store items:

- Are supplies organized with adequate quantities available?
- Are procedure manuals and cashier manuals up to date?
- Are signs and sign holders organized and readily available?
- Are vendor catalogues and service pamphlets updated and accessible?

Remember to put everything where it goes the first time. Making good decisions when product comes in the door prevents you from having to touch things a second time. Efficient operations are better for you and our customers!

John Darin

DONATE, DON'T ACCUMULATE

It's Spring! What better time to kick off the season than by donating your unwanted kitchen items?

We tend to spring clean our homes, do landscaping work and spruce up the décor in April and May. But why not also use this time of year to get rid of kitchen items we no longer use or need?

Starting April 1, WW – the new Weight Watchers – in partnership with Humble Design and Williams Sonoma will take part in the "Donate, Don't Accumulate" Kitchen Drive. This month-long, community-based giveback program encourages everyone to drop off unwanted kitchen items at local WW Studios or at Williams Sonoma stores in southeastern Michigan. All items will be donated to Humble Design which helps furnish homes for families transitioning from homelessness.

This is a wonderful opportunity for us to help families in need, while getting rid of all the things in our kitchens that we don't need anymore. These are kitchen essentials that we love and want someone else to enjoy just as much as we have.

Acceptable items include pot and pan sets, slow cookers, toasters, utensil sets, indoor grills, kitchen trash cans, measuring cups, oven mitts and so much more. For a complete list of acceptable items, go to www.8883florine.com.

How It Works:

Donation boxes will be available at WW Studios and Williams Sonoma stores in southeastern Michigan. Anyone can drop off new or gently used kitchen essentials.

Participants will enter a raffle each time they donate an item. Prizes will be provided by Williams Sonoma to winners in May.

At WW, we encourage our members to take a close look at their refrigerators and pantries to get rid of anything that isn't good for the body or mind. This year, we are taking it a step further by encouraging everyone to "Donate, Don't Accumulate."

- Love, love, love,

Florine Mark

SELL FOR SUCCESS: APRIL 2018

WHAT GOOD LOOKS LIKE

GREET WITH A SMILE WITHIN 10 SECONDS OR 10 FEET

You only have one chance to make a first impression. That moment is a critical point in the customers' experience. Customers will instantly categorize you with their "good" or "bad" experiences and they will either stay and shop or leave based on their impression of you and the displays. We want customers to stay for a longer time.

The purpose of a greeting is acknowledgment... "Hello, we know you are here. Come and enjoy." It is our policy that every customer be acknowledged within 10 seconds of walking in the area or within 10 feet of you in any area. Yes, our customers are greeted several times a visit. They want to be greeted and are very sensitive to being ignored.

A Greeting Includes 4 Behaviors

1. Eye contact.
2. Smile!
3. A verbal greeting like "Hello," "Good morning" or "Welcome." Be a person; be sincere.
4. After the greeting let them browse! Not Greeting Delivers A Negative Message

When an Associate stays buried in a task and doesn't look up, or walks by without any greeting a negative message is delivered.

It's Too Soon To Ask, "How Are You?"

When you attempt to build a rapport too soon it is phoney and will trigger, "I'm just looking." "How are you?" is NOT a greeting. Does this question open you up to a full conversation or does it make you uneasy? Even in the best case, the customer will say "Fine," which is a dismissal. In fact, "How are you?" has become a replacement greeting for, "May I help you?"

What's Wrong With Saying "May I Help You?" Or "Can I Help You?"

Both are "sales killers" - closed-ended questions that can be answered with "Yes" or "No" and it often causes customers to say, "I'm just looking."

Give Them Time To Decompress

Give customers time to decompress and get there. Let them have time to make a decision on how they are going to

navigate or where they are going to go. Another sales killer is asking, "Are you looking for anything special?" as a greeting when they first walk in the area. Who are you serving, anyway? They don't know what they will end up purchasing. They will shut you down and you will have to start all over.

Practice Eliminating, "I'm Just Looking."

If you take even one step toward a customer you may trigger an "I'm just looking" response. To greet, simply look up, smile and acknowledge their presence. Smile with your eyes!

Give 20 - 30 Seconds for Customers To Get Here!

After you have greeted customers, give them an opportunity to get familiar with the environment before you move toward them. The customer's body entered the area, but it may take from 20-30 seconds until their brain catches up and they are aware of their surroundings. Take this 20-30 seconds of time to observe their pace and watch what merchandise they are touching or admiring. If you move toward them too soon they may say, "I'm just looking."

Break The Ice With Customers By Being Authentic

When people first meet, there is a natural tension because technically you are strangers. Customers sense this tension for many reasons, such as:

- They fear they will be sold based on many negative experiences in other retail stores.
- They may just be defensive about 'salespeople.'
- They may feel unfamiliar with your store or you.
- They may have another agenda or are just in a hurry.

You may feel this tension and want to back off, out of a fear of rejection, or uneasiness with face to face contact, etc. This is your opportunity to learn to break the ice.

Bring out your sense of humor and your real personality and put them to use. Break the ice by putting them and yourself at ease. Saying "Hello" while making eye contact and giving a genuine smile, will let the customer know you are warm and friendly. Then keep doing what you are doing and don't pounce on them! They will see you are sensitive to their need for space and timing. Be a person, not a "salesperson."



SAFETY

It's Everyone's Business

YOUR SAFETY RESPONSIBILITIES

A large percentage of injuries that occur on any job are caused by the person who got hurt. Actually, only about 10 percent of work place injuries are caused by an equipment problem or tool defect. So you, more than anyone else, are responsible for your own safety and the safety of your co-workers as well.

We can purchase new trucks and equip them with all of the known safety devices and keep them in perfect operating condition. However, a truck must be operated by a driver. That person alone is responsible for the safe operation of the truck so that no one will get hurt.

Another example is a ladder. It can be built to the best known safety specifications. It can be properly stored and frequently inspected for problems. Someone, however, must put it in position where it can be used. If it's not properly placed, if the footing is not right, it's entirely likely that a worker will be injured. In each of these examples, the worker is the most important factor in the control of accidents.

Many employees feel that the safety office is responsible for preventing accidents. The safety staff have a role to play as they put on safety meetings, make inspections, and check up on crews from time to time, but they can't be at all places at all times. YOU have to be constantly alert to the hazards around you. If you can't remove the hazard, then report it. Take the time to care about safety and watch out for yourself and your co-workers.

GREETINGS

from the Landscape Company

PROFESSIONALS DOING EXTRAORDINARY WORK

Spring is coming! As we know from past years, once the weather breaks, the spring rush will begin.

The Landscape Company looks forward to working with all store associates this year, and we ask that you keep us in mind when talking to 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:

1. If you have a tablet or have access to a computer terminal, please fill out the lead request online through the English Gardens website.
2. If you don't have access electronically, please fill out the printed lead sheet and follow these steps:
3. Use the consultation form found on the landscape podium
4. 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
5. After completing the consultation form, FAX it to the Landscape Company at 248-874-1411
6. Wait for the fax confirmation and attach it to the original
7. 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!

Special thanks to Bob Walker, Chris Scott, David Cooper, Debbie Matthews, Greg Pizzino, Jackie Cronce, Kim Milewski, Leah Debene. Lori Heiden, Leigh Pierson, Mary Ann Nisley, Rosie Fraga, Sean Matthews and Steven Alman. They all have sent us a lead in 2019.

Thank you in advance for all of your help with this process! We look forward to a great spring, and please remember to send us those leads!

MANAGER & ASSOCIATE ANNIVERSARIES

MANAGERS

YEARS

- 53 John Darin, MO
- 40 John VanHouten, CT
- 16 Juan Gutierrez, LC
- 19 Jill Clissold, WB
- 17 Paul Graebert, EP
- 13 Greg Pizzino, AA
- 11 Becky Abercrombie, ACO
- 6 Meg Gallagher, MO
- 1 Nicole Phillips, ACO

ASSOCIATES

YEARS

- 21 Gail Payne, WB
- 15 Jamey Gutierrez, FAU
- 14 Gary Johnson, WB
- 9 Daniel Lemanski, CT
- 6 Carolyn Berwick, LC
- 5 Lori Heiden, WB
- 5 Brittany Ross, RO
- 5 Ciara Forbers, RO
- 5 David Cooper, DB
- 5 April Braden, RO
- 4 Sara Earl, RO
- 4 Carol Wilkinson, DB
- 4 Robert Gatzmyer, LC
- 4 Elisabeth Johnson, EP
- 3 Steven Alman, RO
- 3 Daniel Christenson, RO
- 3 Victoria Hart, DB
- 3 Heidi Cook, LC
- 3 Margaret Hammond, EP
- 2 John Tranchida, CT
- 2 Jordan Vanek, RO
- 2 Jenna Qasem, DB
- 2 Matthew Hurt, RO
- 2 Emilia Irizarry, RO
- 1 Keith Lawson, DB
- 1 Mary Tomlinson, EP
- 1 John Darin, EP
- 1 Tuesday Green, WB
- 1 Rene Bruns, LC
- 1 Marie Goforth, WB



Benefits Corner for EMPLOYEES

SPRING REFERRAL BONUS

\$500

Would you like an **EXTRA \$500** in your pocket?



LANDSCAPE COMPANY Referral **BONUS** Program

The **BONUS** Program is as easy as 1-2-3!

1. Refer a **NEW** employee to our **LANDSCAPE COMPANY**.
2. That person is hired and works **90 DAYS**.
3. **YOU RECEIVE \$500!** That's it! It's that **EASY!**



Note: \$500 referral bonus is valid for new Landscape Company employees only, not retail. Effective for employees hired after 2-7-19. Employees **MUST** mention your name at application process.

LANDSCAPE

\$200

Would you like an **EXTRA \$200** in your pocket?



ENGLISH GARDENS Referral **BONUS** Program

The **BONUS** Program is as easy as 1-2-3!

1. Refer a **NEW** employee to **ENGLISH GARDENS**.
2. That person is hired and works **90 DAYS**.
3. **YOU RECEIVE \$200!** That's it! It's that **EASY!**



Note: \$500 referral bonus is valid for new English Gardens employees only, not retail. Effective for employees hired after 2-7-19. Employees **MUST** mention your name at application process.

RETAIL



THANK YOU!

From Kim Milewski

Thanks a Bunch! To our English Gardens Family, I, personally, can't thank everyone enough for all the help that we received in Plymouth over the last 2 months. Whether you trekked out to the store or you worked extra at your store to cover for those who did come out, it all helped! So, a big THANK YOU to everyone!! We couldn't, I couldn't, have done it without all of you. The old saying, "it takes a village" well, in our case... It takes a family, because that is what we are all here, a family. I appreciate everything that everyone has done to help us, more than you all will know. Thank you from the bottom of my heart for everyone coming together to get our new store EG ready for opening day!! I hope you will all get a chance to pop by soon and explore our new store!

~ Kim

SECRET SHOPPER SCORES

March 2019

Clinton Township	100%
Dearborn Heights	97 & 91%
Eastpointe	100%
Royal Oak	88%
West Bloomfield	79%
Landscape	92 & 100%

THEY TOLD US!

from our Customers

FROM CLINTON TWP –

Ann and Danielle went above and beyond what was necessary to help me, in a frantic situation. I needed a corsage and it turned out better than if I had ordered it!! Best customer service I have ever received!

FROM EASTPOINTE –

Every time I go into your store, I can find any and every thing I want. The people are great!

FROM ROYAL OAK –

What a delightful afternoon we had yesterday with Jennifer L. We learned so much about our house plants and then some. Jennifer is an attractive, easy, fun and understandable speaker with so many little but important facts about house plants and their connection with living inside. Thank you so much for sharing her with us!!!

FROM WEST BLOOMFIELD –

You certainly do a fantastic job with flowers!!

HAPPY BIRTHDAY!

Barnes, Johnnetta- LC	April 01
Birch, Patricia A.- CT	April 03
Hibdon, Kyle- LC	April 05
Janosz, Francis- MO	April 07
Michuta, Matt- PN	April 07
DeWitt, Pamela- ACO	April 09
Hamilton, Michelle A.- ACO	April 13
Donatiello, Andrew N.- WB	April 16
Hathaway, Katharine- RO	April 17
Lemanski, Daniel F.- RO	April 21
Hurley, Isaac- PNL	April 23
Irizarry, Emilia- RO	April 23
Kulpa, Lawrence J.- DB	April 24
Verbal, Shelly- PN	April 24
Gatzmyer, Robert- LC	April 25
Menger, Rebecca C.- RO	April 26
Bronstein, Jordyn- WB	April 27

