



Fresh
from the

Garden

JUNE 2015



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Upcoming Events June

Jeans Day

Thursday, June 18

\$5 donation to Children's Hospital of Detroit

Father's Day

Sunday, June 21

Open to 6 p.m.

Employee Appreciation Days

June 22, 23 & 24

Employees are entitled to a discount of 30% off

English Gardens Celebrates 61 years!

Tuesday, June 23

Sunrise to Sunset Sale

Wednesday, June 24 thru Friday, June 26

Store open 5:55 am on June 24

July

Independence Day

Saturday, July 4

Stores open until 5 p.m.

Kid's Workshop: Painted Plant Pals

Tues., July 7, 2015 at 10 a.m.

All Stores; Fee involved

Free In-store Presentation: New Plants for 2015

Sat., July 11, 2015 at 10 a.m.

All Stores

Free In-store Presentation: All About Hydrangeas

Sat., July 18, 2015 at 10 a.m.

All Stores

Kid's Workshop: Create a Garden Game: Tic Tac Toe

Tues., July 21, 2015 at 10 a.m.

All Stores; Fee involved

Free In-store Presentation: Perennial Gardening

101

Sat., July 25, 2015 at 10 a.m.

All Stores

Employee Appreciation Days

July 27, 28 & 29



Observations

by John Darin, President

What does it take?

Your name badge is something everyone puts on every day to greet our customers. Take a few minutes to read the back.

There's a list of "What It Takes to be an English Gardens Team Player," which are keys to creating a great customer experience, including:

- Greet Every Customer with a Smile (make eye contact, smile, and say hello)
- Be Friendly (Initiate a conversation and comment on products selected in their basket, notice a pet or child they're shopping with, use their name if they're a regular customer or when they're checking out)
- Personal Accountability (everyone has a role in making sure operations run smoothly. Make sure you know your responsibilities)
- Always Work Safely (be aware of your surroundings, and always use tools properly)

I observed two great example of great customer service recently in our stores.

The first was in Royal Oak. I was standing with Becky Menger when a customer approached us and asked: "Where's your hay?" A natural response would have been: We don't sell hay.

Instead, Becky asked: "What are you going to do with it?" The customer said covering newly planted grass seed. Becky explained we have a product called EZ Straw for that. If you use hay, you'll just be planting weed seeds along with the grass seed.

That's a great example of never saying "no" and probing to find out what the customer's true needs are. Ask probing questions and it will lead to more success for the customer and increased sales for us.

My second example is from our West Bloomfield store. I observed Renee Koh collecting shopping carts. While she was in the parking lot, she saw a customer come out with a flat cart filled with annuals and no trunk liners. So Renee got them for her, went to the customer's car and helped her load the plants. I met her a little while later, and found out it was her first day on the job. She's a new cashier.

It's a great example that attitude is everything. It doesn't take a lot to go the extra mile to create a great experience for the customer. Both instances show that being observant and tuning into what customers need will create great results.

If you have any examples of great customer service, share them with me, and I'll include it in my next column. Send a note to me at jdarin@EnglishGardens.com.

We're having a great season! Let's all continue to create a world-class customer experience.

Anniversaries

June

Managers

- 61 John P. Darin, MO
- 33 Lynette Darin-Walker, MIO
- 33 Bob Walker, MO
- 28 Michelle Hamilton, ACO
- 10 Chuck DeBene, RO
- 9 Darrell Youngquest, MO
- 1 Nancy Cook, ACO

Associates

- 13 Chet Jankowski, RO
- 11 Carol Brown, CT
- 7 Lynne Proimos, RO
- 4 Paul Desrosiers, RO
- 4 Alex VanWallaghen, DBN
- 4 Carol Cordell, AA
- 4 Andrea Cooper, DBN
- 4 Bryce Stefanic, LD
- 3 Caitlyn Pierce, RO
- 2 Chelsea Hancock, MO
- 1 Sean McFarlane, DBN
- 1 Tracy Lampman, WB
- 1 Kenneth Maxie, WB
- 1 Sharon Glidden, CT
- 1 Brian Lindsley, AA
- 1 Robert Morency, ACO
- 1 Mary Ann Guerriero, COMM

Employee

Appreciation Days

Employees are entitled
to a discount of 30% OFF

Monday thru Wednesday:

June 22, 23 & 24

July 27, 28 & 29

Landscape News 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 800 total leads this year, in which 319 of them came directly from the English Gardens Stores. We appreciate all the leads.

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.

When an inquiry comes in about the landscape services either by phone or in person, fill out a lead sheet at the podium or online completely to qualify for a Spiff.



2015 \$ELL FOR SUCCESS

*Greet with a Smile within
10 Seconds or 10 Feet*

WHAT GOOD LOOKS LIKE

You only have one chance to make a first impression. That moment is a critical point in the customer 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?"

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.

Take Advantage of the Great Outdoors

WE all know that exercise is good for us. But finding an exercise you enjoy is just as important.

Spring is here and summer time fun is right around the corner. What better time than now, to venture outdoors to try out a variety of exercises that might work better for you.

My favorite exercise is walking. I really enjoy walking in my neighborhood. It gives me a chance to catch up with my neighbors, meet new people and admire the landscaping and beauty all around me.

It's also gets my heart pumping, my body moving and puts a smile on my face because I know I've done something wonderful for myself.

I recently read an article in a health and nutrition publication that says one of the easiest ways to reduce your risk of having a stroke is to lace up your shoes and get moving. The study reported that a group of 3,500 healthy men ages 60 to 80, who spent time walking, were less likely to suffer a stroke. Even more, their risk for a stroke declined as their walking time increased. And women who walk or participate in other moderate-intensity exercise are 20 percent less likely to suffer from a stroke.

But that's no surprise to me. I know the benefits of exercise. It burns calories. It's good for your heart, improves muscle tone and flexibility, decreases your risk for chronic diseases, relieves stress and makes you so much happier because you feel better about yourself.

Although my exercise of choice is walking, that may not be a good fit for someone else. It's important for you to find an exercise that you enjoy.

Maybe you're a runner? Or maybe you prefer yoga, swimming or riding a bike. Gardening is also a great way to exercise too.

Whatever you do... whatever you choose — make sure it's something you can stick with, and something you'll have fun doing at least 3 to 5 days a week.

And if you are having a hard time deciding what exercise to try, then go for a walk. It's free, no special equipment is needed, and it starts the moment you walk outside your front door.

— *By Florine Mark,
President and CEO of The Weight Watchers Group, Inc.*

Protection Against Bees

Working outdoors means coming into contact with all kinds of insects. At best, stings can cause pain and irritation, and at worst, an allergic reaction. It is important for everyone to understand how to avoid being stung, know where to locate a first aid kit, and help treat fellow workers who have been stung.

Hornets, wasps, and bees are often attracted to flowery perfumes or soaps, so if you spend a great deal of time outside, refrain from using fragrant products before coming to work. Products that have a banana odor are particularly appealing to these insects.

Light-colored clothes that cover as much skin as possible are best for avoiding bee stings and other attacks. Human sweat and oil can attract these insects, so be sure to wear clean clothes and bathe daily.

When attacked by bees, hornets, or wasps, get to safety as quickly as possible, as bees release a chemical that attracts other bees when they sting. Shaded areas are better for escaping these insects than open areas. If possible, run indoors and close the door. If you are driving and discover an insect inside, you should slowly stop the car and roll down all the windows to let it escape.

The CDC estimates that around 100 people die each year from allergic reactions to bee, wasp, and hornet stings. If you know you have an allergy, carry an epinephrine auto injector (EpiPen) and a medical signifier, such as a bracelet, necklace, or card that contains information about your condition. If you do get stung, have someone stay with you to watch for any allergic reactions.

The area where the sting occurred should be washed with soap and water before attempting to remove the stinger. Do not attempt to remove it with tweezers or by squeezing the wound. Instead, run a clean fingernail or gauze from a first aid kit over the sting to draw the stinger out.

Ice can be applied to a recent sting to help reduce swelling. Refrain from scratching or picking at a sting so that it doesn't become further irritated or infected.

Monthly Recipe

Grilled Key Lime Chicken

Ingredients:

- ¼ cup Soy Sauce
- ¼ cup Honey
- 2 Tbs Vegetable Oil
- Juice of 2 limes
- 2 tsp minced garlic
- 4 boneless skinless chicken breasts
- Limes for garnish (optional)

Directions:

1. Cut chicken into one inch squares.
2. Mix soy sauce, honey, vegetable oil, lime juice, and garlic in small bowl.
3. Place the chicken breasts in gallon sized bag and let marinate in the sauce for at least 30 minutes.
4. When marinated, slide chicken chunks on skewers. You can also slice thin slices of lime and fold in half and slide in between chicken.
5. Baste chicken with sauce once you place them on the grill. Grill for 5-10 minutes on each side until no longer pink in center.

— *The Recipe Critic*

Associate Witness Program

The Associate Witness Program has been established for Associates to report any activity that is unsafe, dishonest or directly violates Company policy. Employee theft, fraud, and drug or alcohol use are examples of incidents that should be reported.

There are three ways that you can report an incident:

- 1) Talk to a Manager or Supervisor.
- 2) For Retail Store concerns - call John Darin directly at (248) 981-4002 or Human Resources at (313) 278-5244.
For Landscape Company concerns – call Rick Vespa directly at (248) 842-7159 or Human Resources at (313) 278-5244.
- 3) Provide, in the space below, details of the violation and mail to:

English Gardens Corporate Office

Associate Witness Program, Attention: Human Resources
22536 Ford Rd.
Dearborn Heights, MI 48127

Reports are handled anonymously and identity is protected. If the report leads to a recovery or helps to prevent or stop business risk, you may receive a reward depending on the severity of the situation. Please keep a copy of this form for your records.

Could you use \$100?

Employee Referral Bonus

Who: All employees are eligible.

What: If you refer someone, and they are hired and work for EG for at least 60 days, you get a \$100 cash bonus!

When: New employee must be employed for at least 60 days, and then bonus will be paid out.

Note: You must notify HR prior to the new employee starting in order to get credit for the referral.

Questions: Call Nancy Cook, HR Manager at 248-703-9363.

Get social with us!



Be sure to “like” us on Facebook at: www.facebook.com/englishgardens;
follow us on Twitter at: www.twitter.com/englishgardens;
or check out our boards at EnglishGardens on www.pinterest.com.

Marketing also sends out “The Buzz” every Friday to the stores. It has information about advertising for the upcoming week.

If you have any questions or have ideas for social media, call Jennifer Youngquest: 248-855-9240, ext. 230, or e-mail at: jyoungquest@englishgardens.com

Baskets for a Cure

We’re pleased to announce we raised \$7,500 for the Barbara Ann Karmanos Cancer Institute with our “Baskets for a Cure” fundraiser.

During May 1 thru May 10, we donated a portion of the sale of each flowering hanging basket to the Institute’s breast cancer research program.

Many thanks to everyone who talked it up with customers! We saw a great increase in the sale of baskets. We’re hoping to make this an annual event.



DINNER & DESIGN

Our friends at WOMC 104.3 will be sponsoring Design & Dinner at each of our six main retail stores this June & July.

Design & Dinner includes a presentation on designing your outdoor living area and a complimentary dinner. Listeners to WOMC will be encouraged to reserve a spot for the event by going to WOMC’s online event page. They’ll also be registered to win a \$5,000 English Gardens gift card.

Look for WOMC’s Morning Show Host Bobby Mitchell or Stacey Du Ford in your store for this events, along with 50 lucky winner.

Rick Vespa and Jim Morris will be conducting each of the seminars.

Events will be held from 6 p.m. to 8 p.m.

Thursday, June 4 Royal Oak
Thursday, June 11 Clinton Twp.
Thursday, June 18 West Bloomfield
Thursday, July 2 Dearborn Heights
Thursday, July 9 Eastpointe
Thursday, July 16 Ann Arbor