

Fresh from the Garden

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AUGUST EVENTS

EMPLOYEE APPRECIATION DISCOUNT DAYS

Enjoy 30% off
August 2-3, 16-17, 30-31, 2018

FREE SEMINAR

The Four Season Garden
Saturday, August 4, 2018
10 a.m. • Five Main Stores

FREE SEMINAR

Harvesting Herbs & Vegetables
Saturday, August 11, 2018
10 a.m. • Five Main Stores

KID'S EVENT

Leaf Print Note Cards
Saturday, August 11, 2018
11:30 a.m. • Five Main Stores

FREE

MAKE IT & TAKE IT WORKSHOP

Ikebana Floral Arrangement
Thursday, August 16, 2018
7 p.m. • Not held in Eastpointe
Fee: \$39.99 • Value: \$59.99

FREE SEMINAR

Hydrangea 101
Saturday, August 18, 2018
10 a.m. • Five Main Stores

FREE SEMINAR

Hydrangea Re-blooming Tips
Saturday, August 25, 2018
10 a.m. • Five Main Stores



OBSERVATIONS

The Customer Experience

by John Darin, President



What do customers experience when they walk thru the front door of your store?

A neat, clean, well-organized store filled with healthy plants and flowers, and beautiful products? Are the aisles clear of merchandise? Are the shelves fully stocked? Is the product they're looking for readily available? Are signs displayed properly and informative? Are associates visible and willing to help?

Answer yes to each of these questions and that's my vision of what should happen when customers visit English Gardens. A positive, enjoyable shopping trip.

Creating that positive customer experience is the key to reinforcing the English Gardens brand and increasing sales. Here's a few tips to help achieve this goal:

- Remember the 10-ft rule: Whenever you're within 10 feet of a customer, you should make eye contact, smile and say hello.
- Offer accompanying products: Suggest merchandise and services that customers need to finish their project and be successful. Not everyone knows that plants need fertilizer. Recommend an appropriate formula. Ask customers fact-finding questions, show options as well as add-on items that will help them be successful.
- Every item in our store has at least one item to accompany it. Be sure your customers leave the store with everything they need to complete their project.

During our Secret Shops this year, I've noticed four areas where we can improve:

- Name badges: They're part of our uniform and help customers get to know us. Everyone should wear a name badge on their outer layer at all times
- Add-on sales: This is the MISS we see the MOST on the secret shop reports. Sales associates and cashiers should be comfortable offering fertilizer or weed killer or other items that will help customers be successful.
- Greeting customers upon entry and thanking them at exit: You may not think the customers notice but they DO. They enjoy being greeted with a smile and welcomed into our stores. They appreciate the "thank you for coming and shopping with us" ending to their trip as well.
- Clean restrooms: This is a direct reflection of our cleanliness standards. Most customers visit our restrooms during their shopping trip and if we are not tending to the restroom, it can ruin an entire experience for our customer.

Let's all work together to create the best experience by focusing on ways to create a positive, enjoyable shopping trip for all customers.

John Darin

WELLNESS CORNER

APPRECIATE YOU FOR YOU

Summer is here! It's time to shed the extra layers of clothes, the extra layers of doubt, and the extra layers of negative thinking that may be preventing you from living your life to the fullest.

As I enjoy this beautiful summer weather and all that comes along with the season, I will not spend a moment standing in front of the mirror... wishing I was thinner, or my stomach was flatter or my thighs were slimmer. What I will do is look in the mirror and say, "I am perfect just the way I am." Even though they're a little flabby, I have what I call "sexy arms." And even though my stomach isn't very flat and sticks out a little, I call it my "terrific tummy." It's sexy and terrific because it's a part of me and who I am.

It's easy to get caught up in all our little imperfections, especially when we live in a society where having the perfect body seems so important when we turn on the TV, or open a magazine. Regardless of this, it's important to love you for you, and to take care of yourself from the inside out!

That doesn't start with the make-up you wear or the clothes you put on each morning. Taking care of yourself starts with having a positive attitude, an optimistic outlook on life and paying attention to the foods you eat.

I like to look in the mirror every morning and tell myself... I'm loving, kind and generous. I am beautiful on the inside and out. I am perfect JUST the way I am. And so are you! I talk to the mirror every morning.

These are the positive messages we have to tell ourselves and our love ones. We don't have to be supermodel thin or have the muscles of a body builder. But we can eat right, maintain a healthy weight, exercise, love who we are, and be kind to others. And be sure you have fun while doing it!

- Love, love, love,

Florine Mark

SELL FOR SUCCESS: AUGUST 2018

6 Tips for Selling More Merchandise at Your Retail Store

To attain exceptional levels of success in the retail business, you have to be willing to go the extra mile. In addition to designing a store people want to visit and filling it with merchandise they want to buy, you need to be on top of your sales game.

Educate Yourself about the Products that You Sell

Large, impersonal chains don't have to be super knowledgeable about what they sell – their low prices are their edge over competitors. To compete, you need in-depth knowledge about every item you sell. Learn the pros and cons of each product and keep up to date on new developments.

Be Enthusiastic about Your Products

A customer is more likely to buy what you're selling when you're genuinely enthusiastic about it. Be a fan of the products you sell. It's smart to hire people who are truly into the things you have on your shelves.

Be Friendly, Not Oppressive

If you've ever been harassed by a store salesperson, you know how off-putting and aggravating it can be. Give a customer that kind of experience and you can forget about earning any repeat business. Make your presence known and be friendly, but you don't hover over your customers or breathe down their necks. Suffocating a customer is a surefire way to chase them away. Breathing space is essential here, so resist the urge to follow their every move.

Ask the Customer Questions

Asking questions is a lot more effective than pushing a product on a customer

– at least, if you want to make lots of sales. Asking questions shows you care. It's especially effective when it is done in a low-key and laid-back way. Keep the pressure to a minimum and make it clear that you genuinely want to help find the right thing.

Avoid Asking "Can I Help You?"

How many times have you walked into a store, been asked if you need any help and said, "No thanks, I'm just looking?" Probably more times than you remember. Asking a customer that is like handing them a card that excuses them from interacting with you. A better approach is to let them walk in and get the "lay of the land." Once they've roamed for a minute or so, ask them a question based on where they are browsing. You're less likely to be dismissed.

Sell Add-Ons, But be Savvy About It

Cross-selling related items to a customer is a tried-and-true way to boost sales. It is not always successful when the first time you are asking for the add-on is at the register. By that time, the customer has made a decision and is ready to move on. Instead, suggest additional items while the customer is shopping. Put a personal spin on things by relating stories about the items you've put to good use.

Utilizing stellar sales techniques and strategies can make an amazing difference in your overall success. It's even better when you can bolster those strategies with knowledge, and a friendly, enthusiastic attitude. The ultimate goal is to make people want to come back again and again. When they leave with positive thoughts about the sales staff, they are a lot more likely to come back. Repeat sales are crucial to our success, so do your best to keep the above points in mind.

SELLING SUPERSTAR

LANDSCAPE COMPANY 2018 SIGNED SALES GOAL



Huge recognition to Stephanie VanHaverbeck at Landscape for driving sales!!! Stephanie is a designer who

has already met her Signed Sales Goal for the year, halfway through 2018. Way To Go Stephanie!! Thank you for offering our customers



exceptional service and quality custom work. We appreciate your hard work and commitment to bettering our business!



GREETINGS

from the Landscape Company

PROFESSIONALS DOING EXTRAORDINARY WORK

The Landscape Company has been busy so far this year, and we are expecting that trend to continue into August. Leads will pick up as the fall push approaches.

We appreciate everyone's efforts in obtaining these leads for us, as we simply couldn't operate without them! Because of these efforts, we have been able to hand out several spiffs to associates whose lead turned into a sale. Remember to put your name on the bottom of these lead sheets so we can reward you after the sale occurs.

Please continue reminding customers about our services, and we will do our best to convert the leads into a sale!

\$5 for every lead taken goes to the bonus pool.

August is often the time of year we do our best work. The design staff can spend a bit more time with each customer, and come up with some very creative solutions. With concerns about planting in the excessive heat, we often find ourselves designing more patios, boulder walls, water features, and night lighting systems. We can also use this time to plan for fall installations once the weather cools down. Let customers know we can be flexible, and work around their needs.

We are also starting to focus on holiday lighting, as we typically start installations toward the end of September. If your customers are interested, make sure they are contacting us early if they want a specific installation date.

As always, this is the time of year that we submit several projects to be judged by the Michigan Green Industry Association. We look forward to receiving numerous awards for the great work that we've done over the past few years.

Thanks again for your continued efforts in supporting the Landscape Company, and please remember to fill out those lead sheets for any interested customers!

Special thanks to Amy Friedman, Amy Kanakr, Ann Reimer, Anna Ferris, Becky Menger, Bob Walker, Bonnie

Thorp, Carol Grillo, Christine Forton, Christine, Chris Scott, Fisher, Cynthia Kidd, Cassandra Kus, Danielle Roffe, Dena Serrato, Dillon Wauldron, David Cooper, Denise Miller, Elisabeth Johnston, Judy Darin, Jodyn Bronstein, Erin Harvey, Erin James, Frank Janosz, Greg Pizzano, Jill Clissold, Jim Welch, Karen Carducci, Jordan Vanek, Jim Miller, Kim Milewski, Kristie Graber, Lori Heiden, Laura Milliken, Mari Zyla, Margaret Thorp, Lia Irrarry, Michelle Wieferich, Natalie Cardell, Pat Birch, Racheal M, Sarah Miller, Sanae Lamdarass, Sally M, Sean Mathew, Silvia Buse, Sarah R, Steven Alman & Tristin P, Zach Garch. They all have sent us a lead in 2018.

SECRET SHOPPER SCORES JUNE 2018	
Clinton Township	97%
Dearborn Heights	97%
Eastpointe	94%
Royal Oak	100%
West Bloomfield	100%
Landscape Company	91%

SAFETY

It's Everyone's Business

EYE INJURY PREVENTION

NIOSH reports that about 2,000 U.S. workers suffer job-related eye injuries each day, costing businesses more than \$300 million per year in lost production time, medical expenses and worker compensation. In a split second, an eye or face injury can cause severe damage – including vision loss or complete blindness – from accidents that could have easily been prevented if proper safety procedures were in place.

Common causes of workplace eye injuries include exposure to chemicals, particles of hazardous materials, tools,



flying hazards, or a combination of these. According to NIOSH, the majority of eye injuries occur when small particles of objects such as metal slivers, wood chips, dust, and cement chips are

ejected by tools, wind-blown, or fall from above and abrade a worker's eye.

The American Academy of Ophthalmology (AAO) recommends three simple steps for eye protection on the job:

1. Use proper eye protection, such as goggles, face shields, or full-face respirators.
2. Know the dangers – be aware of what can cause eye injuries in your work environment.
3. Eliminate the hazards before starting work. For example, defenses such as machine guarding and work screens can serve as safeguards.

THEY TOLD US!

from our Customers

FROM DEARBORN HEIGHTS –

Had to ask an employee for help and was BLOWN AWAY by how Incredible he was! Dillon Wauldron sold me a Privet, which I will pick up this week. Thanks again!

FROM CLINTON TWP –

Barb in the Nursery- Top Notch, Very Outgoing, I wish I had more employees like her!

FROM CLINTON TWP –

Leah was extremely helpful on the floor helping us choose our flowers. Ciara was very helpful at the checkout as well.

FROM WEST BLOOMFIELD –

Eric S. exceeded expectations in his knowledge, patience and all sales skills necessary to make the experience fruitful and fun. Everyone at E.G. is Great!

FROM LANDSCAPE –

Stephanie was fabulous to work with. We had 2 previous designers consult with us in 2017 and could not accept their plans. She listened and added her expertise. Eric, the crew leader was fabulous. Friends laughed at me when I told them English Gardens would be doing our landscaping... Now I need them to see the beautiful results!!

MANAGER & ASSOCIATE ANNIVERSARIES

MANAGERS

11 Jodi Ghedotte, WB

ASSOCIATES

26 Wendy Stolzenfeld, RO

14 Becky Menger, RO

11 Steven Burke, WB

10 Paul Soulsby, RO

5 Michael Proimos, RO

3 Sean MacDonald, LC

3 Katie Manley, ACO

1 Rayona Baytops, EP

1 Campbell Brown, RO

1 Sarah Randall, DB

1 Karon Thomas, RO

1 Joseph Valascho, RO

ASSOCIATE WITNESS PROGRAM

Established for Associates to report any activity that violates Company policy. Employee theft, fraud, and drug or alcohol use are examples of incidents that should be reported. Reports are handled anonymously and identity is protected.

There are Three Ways 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 e-mail jdarin@EnglishGardens.com call Human Resources at (313) 278-5244 e-mail nphillips@EnglishGardens.com.

For Landscape Company concerns call Rick Vespa directly at (248) 842-7159 e-mail rvespa@EnglishGardens.com call Human Resources at (313) 278-5244 e-mail egierlowski@EnglishGardens.com.

3. Provide a written description of the violation and mail to: English Gardens Corporate Office Attention: Human Resources 22536 Ford Rd. Dearborn Heights, MI 48127

Health Corner for EMPLOYEES

EVERYTHING YOU NEED TO KNOW ABOUT PREVENTING DEHYDRATION

These summer days can sure get hot. Without something to drink on a steamy day, you put yourself at risk of dehydration.

Consuming a proper amount of water each day can keep you healthy.

What Causes Dehydration

The most common is simply not drinking enough water throughout the day.

It is typically recommended that a healthy adult consumes about 6 to 8 glasses of water per day, or at least 48 to 64 ounces.

Another major cause of dehydration is when water in your body is expelled. This can happen when you:

- Sweat
- Vomit
- Have diarrhea

What Happens When Your Body Gets Dehydrated

When you get dehydrated, your body is losing water without losing salt and potassium. This causes your salt levels to rise and water to rush out of your cells.

As a result, the lack of water starts to affect the function of your body. When significantly dehydrated, you won't be able to sweat anymore – meaning your body will be unable to regulate your body temperature.

Water plays a big role in removing waste from the body. Without water, your kidneys – which regulate this process – have a harder time doing their job. Over time, frequent dehydration or severe cases can lead to kidney stones or kidney disease.

Dehydration also means bad news for your heart in the long run. When your body is without adequate amounts of water, your heart must work overtime to pump blood through the body. The added stress can cause high blood pressure.

Signs of Dehydration

You will know if you are becoming dehydrated because you'll be thirsty.

Other symptoms to watch for:

- Dry mouth
- Fast heart rate
- Low urine production or dark urine
- Fatigue
- Confusion
- Headache

How to Prevent Dehydration

Don't chug a sports drink or sip on an alcoholic beverage or cool coffee drink. Sports drinks are typically unnecessary – except in excessive heat or after an intense athletic competition. As for alcohol and caffeinated drinks, they actually cause dehydration by preventing your body from retaining water.

Make it a habit to get your 64 ounces of water a day and find simple ways to incorporate it into your routine, like carrying a reusable water bottle with you or making sure you drink a big glass of water with every meal.

If you have any additional symptoms of dehydration, talk with your doctor about possible causes and treatments. Certain medical conditions and medications can increase your risk dehydration.