

Fresh from the Garden

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APRIL EVENTS

EASTER SUNDAY

Sunday, April 1, 2018
Open until 5 p.m.

APRIL FOOL'S DAY

Sunday, April 1, 2018

FREE SEMINAR

Grow Your Best Garden
Saturday, April 7, 2018 • 10 a.m.

PASSOVER ENDS

Saturday, April 7, 2018

HOLOCAUST REMEMBRANCE DAY

Wednesday, April 11, 2018

FREE SEMINAR

Spring Vegetable Garden
Saturday, April 14, 2018 • 10 a.m.

EMPLOYEE APPRECIATION DISCOUNT DAYS

Enjoy 30% Off
April 16-18, 2018

MAKE IT & TAKE IT WORKSHOP

Plant a Themed Herb Garden
Thursday, April 19, 2018 • 7 p.m.

FREE SEMINAR

Plants We Love
Saturday, April 21, 2018 • 10 a.m.

CELEBRATE EARTH DAY

Sunday, April 22, 2018
10 a.m. to 2 p.m.

ADMINISTRATIVE PROFESSIONALS DAY

Wednesday, April 25, 2018

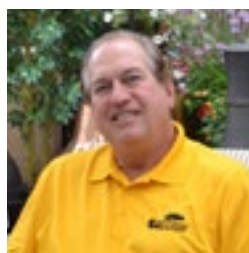
ARBOR DAY

Friday, April 27, 2018



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 ready for them?

Products have been arriving all winter. The stores have transitioned well from Christmas products to patio furniture, lawn fertilizer and the hundreds of other products needed for the Spring garden.

Plants started to arrive in late March and every week, we'll get more and more. Then customers start arriving more and more.

Before the busy Spring rush, make sure you and everything in the store is in place to do business.

Have you completed the Sell for Success training cards? Is a refresher needed?

Check your personal items:

- Uniforms clean and neat
- Business cards
- Name badge
- Tool kit with pen, sharpie, knife and note pad

Check the store items:

- Are supplies organized with adequate quantities available?
- Are the procedure manuals and cashier manuals up to date?
- Are signs and sign holders organized and readily available?
- Are vendor catalogues accessible?
- Is there a place for tablets so they're ready for use?

The more preparation and planning you do now, the smoother the season will go, and the more business you'll do.

John Darin

WELLNESS CORNER

SPRINGTIME SPARK

Spring is a time of year when most of us start thinking about ways we can look and feel good about ourselves and the things around us.

We begin to imagine fitting into a favorite pair of jeans, relaxing on a hot, sandy beach, or just enjoying the beautiful weather with friends and family.

Spring is a season of change, and there are so many things you can do to improve the way you feel, or almost anything you desire to change in your life.

Most Americans – when asked what they would like to change about themselves -- usually point to losing weight, getting fit and eating better. Numerous studies report that people who eat healthy, exercise regularly and maintain a healthy weight are happy, cope well with stress, friendlier, outgoing, sociable and charitable.

Leading a healthy lifestyle will not only improve the way you look and feel, but it also can give you the spark and motivation to accomplish many other things in life. I always say, you can do anything you want to do, if you want to do it bad enough.

Get started today.

- *Love, love, love,*

Florine Mark



SELL FOR SUCCESS: APRIL 2018

WHAT GOOD LOOKS LIKE Listen to Your Customer

Listening skills are essential for Associates. Our job is to find out what customers want and make sure they have it. The key to listening is to let go of your own mental image so you can “see” the other person’s thoughts. You will need clarification to understand their picture.

The Power Is in Listening, Not Talking

The most powerful tool you have for serving customers is listening. Most people rate themselves as excellent listeners, when actually, listening takes a lot of concentration, energy and effort. The following are some helpful guidelines to increase listening effectiveness:



1. Stop talking. You can't listen if you're talking!
2. Eliminate distractions. Put down anything that may distract your attention. Give total focused attention to the other person. People value being heard and feel respected.
3. Maintain eye contact. Making eye contact will relax both you and your customer and encourages them to communicate with you. Eye contact helps you concentrate, too.
4. Concentrate on getting their picture. After they are finished talking, pause for two to three seconds before you respond, or before you ask questions. Don't interrupt.

Listen to Clarify the Customer's Picture

Sometimes we need to clarify what customers want. To exceed customer's expectations:

- Ask questions.

No question is a dumb question. If you do not ask questions, you may be making an assumption.



- Empathize with the other person.

Put yourself in their position. In what way can you relate to their situation?

- Make a mental note of their key phrases.

When they are relating the problems they are having with their projects or want your advice, remembering their words will help you keep track of their information.

- When appropriate, disengage!

Customers sometimes want to “kill time” by talking with you. Stay available to other customers. Politely excuse yourself and disengage to go serve other customers.





SAFETY

It's Everyone's Business

GIVE YOUR BACK A LIFT

Back injuries account for about one in every five on-the-job injuries and it's not hard to find out why. About one in every ten backs has some sort of "structural" problem. Poor posture or being overweight can potentially weaken the back. Arthritis and problems with spinal discs can affect people as they get older. And, because we're the animals who stand up straight on two feet, we throw most of the strain of carrying heavy loads on the lower back, so that's where we have the most trouble.

There are many ways to avoid back strain and one of the best is to never lift something that isn't safe for you to lift. There are hand carts and hoists to help, but many times when you're out on the road it's necessary to have extra help when lifting something. If you decide you can lift something safely by yourself, make sure you lift it correctly.

Move in close so your feet are next to the base of the object that you're lifting. Bend your knees and squat- never stoop- keep your back straight, and the object as close to your body as possible and push up with the legs. Leg muscles are the strongest set of muscles in the body and can take the extra weight.

Lift the load slowly because jerking a heavy load can force you into an awkward position. If you can't lift slowly, you can't lift safely! Don't carry a load that will interfere with normal walking or blocks your vision. Set loads down on a shelf or workbench or lower them to the floor with the same movement as in lifting, putting the strain on your leg muscles. NEVER be afraid to ask for help with a load that you know you can't lift safely. Take the time to take care of your back.

GREETINGS

from the Landscape Company

PROFESSIONALS DOING EXTRAORDINARY WORK

Spring is here! 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:

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

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 the 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!

Special thanks to Amy Friedman, Ann Reimer, Becky Menger, Bob Walker, Carol Grillo, Christine Forton, Danielle Roffe, Dena Serrato, Dillon Wauldron, Pat Birch David Cooper, Elisabeth Johnston, Erin Harvey, Greg Pizzano, Jill Clissold, Karen Carducci, Kim Milewski, Lori Heiden, Laura Milliken and Michelle Wieferrich. They all have sent us a lead in 2018.

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

- 52 John Darin, MO
- 39 John VanHouten, CT
- 18 Jill Clissold, WB
- 16 Paul Graebert, EP
- 12 Greg Pizzino, AA
- 10 Becky Abercrombie, ACO
- 5 Meg Gallagher, MO

ASSOCIATES

- 20 Gale Payne, WB
- 19 Juan Gutierrez, LC
- 14 Jamey Gutierrez, LC
- 13 Gary Johnson, WB
- 8 Dan Lemanski, CT
- 5 Carolyn Berwick, LC
- 4 April Braden, RO
- 4 Brittany Ross, RO
- 4 Ciara Forbers, RO
- 4 David Cooper, DB
- 4 Lori Heiden, WB
- 3 Robert Gatzmyer, LC
- 3 Carol Wilkinson, DB
- 3 Elisabeth Johnson, EP
- 3 Sara Earl, RO
- 2 Heidi Cook, LC
- 2 Daniel Christenson, RO
- 2 Isabel Sherwood, WB
- 2 Maggie Hammond, EP
- 2 Steve Alman, RO
- 2 Suzanne Zacks, RO
- 1 Ronald Brent, LC
- 1 Amy Friedman, RO
- 1 Amy Kanakri, RO
- 1 Emilia Irizarry, RO
- 1 Jenna Qasem, DB
- 1 John Tranchida, CT
- 1 Jordan Vanek, RO
- 1 Kathryn McRae, RO
- 1 Ken Koehler, WB / LC
- 1 Matthew Hurt, RO



Health Corner for EMPLOYEES

SUFFER FROM SEASONAL ALLERGIES? 4 TIPS FOR RELIEF

You made it through the winter chill – not to mention cold and flu season. And while you may be looking forward to nice weather as spring gets underway, you may also be preparing yourself for the itchy, watery eyes, runny nose, recurring headaches, and other symptoms that many people experience with the change in seasons. Try these four strategies to minimize the toll of seasonal allergies.

Close your windows. Air conditioning not only reduces indoor humidity (which helps allergens thrive), it also filters out mold spores and pollen. Just make sure to get your heating and cooling systems inspected every six months and change the filter every one to three months.

Flush out your nose. Use a neti pot to help flush your nasal passages and get allergens out of your system. What's a neti pot? It's a container designed to rinse debris, mucus, allergens and air pollutants from your nasal cavity.

Try medication. Over-the-counter and prescription medications like intranasal steroid sprays, decongestants and antihistamines can help manage the most common allergy symptoms. The key is taking medication before the season begins. So if you know you suffer from itchy, watery eyes every August, start taking allergy medication in July.

Get allergy shots. The idea behind allergy shots is to expose your immune system to the allergen (by injecting it under the



CONGRATS!

Birth Announcement
Victoria Hart (DB) and Nathaniel Hays

Meet Dagan William Hays.

Dagan was born on Saturday, February 24, 2018 at 1:33 a.m. His birth weight was 8lb 12oz.

Congratulations Victoria and Nathaniel!

SECRET SHOPPER SCORES

February 2018

Clinton Township	97%
Dearborn Heights	N/A
Eastpointe	100%
Royal Oak	97%
West Bloomfield	97%
Landscape	100%

skin) so it can gradually develop a more appropriate response. Getting injections once a week for six to seven months and then every month for three to five years can change the way your immune system reacts to allergens. Once your treatment is complete you will be desensitized to those specific allergens for up to 10 years.

Most importantly, if you are struggling with severe seasonal allergies, see your doctor.

THEY TOLD US!

from our Customers

FROM CLINTON TWP –

We just went in to browse but the staff was friendly and the store was clean and organized.

FROM EASTPOINTE –

The presenter (Maggie Hammond) was engaging, friendly knowledgeable. She guided discussion and had great class participation. She stayed after to answer questions. Very happy I went to presentation.

FROM ROYAL OAK –

Just wanted to let you know how grateful I was to Daniel from the Royal Oak store who answered my phone questions and helped me at the store, even taking my purchases to my car when I was unable to lift them due to a back injury. Always love the store but really appreciated his “going beyond” today. TY Daniel!

FROM WEST BLOOMFIELD –

Great plants and shopping!

Referral BONUS Program

Would YOU like an EXTRA \$200 in your pocket?

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

1. Refer a NEW employee to English Gardens, retail or Landscape Company.
2. That person is hired and works 60 DAYS.
3. YOU RECEIVE \$200!

That's it! It's that EASY!

Note: \$200 referral bonus is valid for new employees only. Effective for employees hired after 1/1/18.

NOW HIRING

REFERRAL BONUS PROGRAM

Now Hiring for Spring 2018!

For every successful referral comes a great bonus!

Refer your friends, family, and neighbors. We have many job opportunities waiting. The BONUS Program is as easy as 1-2-3!

- 1) Refer a NEW employee to English Gardens, Retail or Landscape Company.
- 2) That person is hired and works 60 Days.
- 3) YOU RECEIVE \$200!