



Fresh from the Garden

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DECEMBER EVENTS

HANUKKAH BEGINS *(at sundown)*
Sunday, December 2, 2018

PEARL HARBOR REMEMBRANCE DAY
Friday, December 7, 2018

EMPLOYEE APPRECIATION DISCOUNT DAYS
Enjoy 30% Off
December 6, 7, 20, 21, 2018

KID'S CLUB: WORKSHOP
Gingerbread-style House
Saturday, December 8, 2018
11 a.m. • Five main stores

MITI WORKSHOP
Holiday Centerpiece
Thursday, December 13, 2018
7p.m. • Clinton Twp., Dearborn Heights, Royal Oak and West Bloomfield stores

FIRST DAY OF WINTER
Friday, December 21, 2018

CHRISTMAS EVE
Monday, December 24, 2018
Stores open 9 a.m. to 5 p.m.

CHRISTMAS
Tuesday, December 25, 2018
Stores Closed

KWANZAA
Wednesday, December 26, 2018

NEW YEAR'S EVE
Monday, December 31, 2018
Stores open 9 a.m. to 5 p.m.



OBSERVATIONS

Stop and Smell the Fresh Greens of the Season.

by John Darin, President



Everyone has been working hard for months to transform our stores into beautiful Christmas wonderlands. Your efforts show everywhere! Thank you for all your hard work.

The holidays are times of joy and festivities, but they can also be stressful. Too many obligations, an endless task list and high expectations. But it's important to remember the reason for the season, and take time to enjoy time with friends and family.

Take time to enjoy what you like most about this time of year. Through all your busy-ness, be sure to stop and smell the fresh greens of the season. Appreciate small moments that will create memories for years to come.

Make our customers feel special about shopping with us by wishing everyone a hearty Merry Christmas and Happy New Year. And be sure to say: Thank you for shopping with us. A simple message puts everyone in the holiday spirit.

Merry Christmas! I wish you and your family a wonderful holiday!



WELLNESS CORNER

SEASON OF GRATITUDE

We sure are lucky to live in an area where we can experience all four seasons to the fullest. I feel so grateful for where I live even as the weather gets colder.

December is a special time for many. It's a time where people take a step back to remember what they are thankful for, especially as the New Year approaches.

With all the exciting changes that are happening at WW, I am thankful for health, wellness and everything that comes along with it. I truly believe that everyone can be happier, healthier and active -with real dedication and support. Everywhere I go, people tell me how much they love the WW Freestyle program, and how it has helped them lose weight, feel better and accomplish things they never thought possible. When you feel good about yourself on the inside, it shows on the outside.

This month, I'd like to encourage you to be thankful for all the blessings in your life - big and small. I am thankful for my friends and my family. I am thankful for every morning I can wake up and continue to live my life. It's a proven fact that if you are thankful for what you have, you will live a happier life! Here at WW we work hard to teach and live the best lives we can - and that is certainly something to be thankful for! May you all embrace your feelings of thankfulness and love this season.

- Love, love, love,

Florine Mark



GREETINGS

from the Landscape Company

PROFESSIONALS DOING EXTRAORDINARY WORK

December is still a busy month for the Landscape Company, as we finish up installing many holiday decorating projects. There are always those customers who wait until the last minute before Christmas, and we can still get their home looking beautiful before the holidays. Please continue to send us those leads, as we act very promptly to contact, and service those customers.

December will also provide us the opportunity to reflect on 2018, which was a very successful year for the Landscape Company. We are fast approaching our sales targets, and continue to design and install award winning projects all over Metro Detroit. In fact, we will be attending the Michigan Green Industry Association's banquet dinner on December 6th to accept eight awards from the past year! The following is a list of awards we'll be accepting:

Jamey Gutierrez

Nowak Residence - Gold Award

Stephanie VanHaverbeck

Bull Residence - Gold Award

Valerie Tarquini

McCarthy Residence - Silver Award

Sterling Weber

Maisel Residence - Silver Award

Carolyn Berwick

Newell Residence - Silver Award

Sarah Alatassi

O'Kray Residence - Silver Award

Brian Dale

Barker Residence - Silver Award

We really do appreciate all the leads that have been sent to us throughout the year. They are the fuel that feeds our success, and we thank every associate who has helped to promote the Landscape Company this year.

Have a wonderful holiday season!

MANAGER & ASSOCIATE ANNIVERSARIES

MANAGERS

40 Dean Darin, MO

40 Frank Janosz, MO

15 Nancy Bacinski, RO



ASSOCIATES

14 Jennifer Lau, RO

7 Lauren Rose, RO

6 Brittany Hamilton, ACO

6 Mary Gidner, EP

5 Paula Kus, CT

5 Rebecca Nosanchuk, WB

4 Ernesto Gonzalez, LC



CONGRATS!

Wendy Stolzenfeld and Chris Banish (RO)

Award Winner of Festival of Trees

Congratulations to Wendy Stolzenfeld and Chris Banish who won Best Traditional Tree at Festival of Trees!

A great job! Beautiful!



SELL FOR SUCCESS: DECEMBER 2018

SUGGESTIVE SELLING IN RETAIL: HOW TO INCREASE ADD-ON SALES

Suggestive selling is one of the most powerful tools any retail sales associate can have. Not only can it increase sales, but when done right, suggestive selling allows customers to get things they actually need, and helps them get the most out of their purchases. This, in turn, increases customer satisfaction, and keep shoppers coming back.

Engage in back and forth conversations

First get to know each shopper before attempting to suggestive sell. If somebody walks into your store and you instantly start recommending products without knowing if they're relevant, shoppers are going to feel annoyed or tune you out.

The best way to understand shoppers is to talk to them, ask questions, and be genuinely interested in what they have to say. You'll be surprised at the insights you get out of doing so.

Pick up on little things that customers say that they're looking for. A customer can come in at 5:30pm and say something like 'I'm looking for a gift for a birthday, and I just got off work...' From there, you'll know that they're looking for a gift but they also work a 9 to 5 job."

Associates gain insights into the customer's lifestyle and combine their knowledge with a thorough understanding of the merchandise on hand, they can go further and suggest things the shopper didn't even know they were looking for, provided that they can show the value in it and how it can improve their lifestyle.

Know your inventory inside and out
Associates should be "masters of their inventory." Having adequate product knowledge allows you to suggest items quickly and effectively.

For instance, if a customer tells you that something is out of their budget, you should be able to quickly run through your inventory and suggest something that's similar, but at a lower price point.

Knowing your inventory inside and out also helps you drive interest and sales. Additionally, having the necessary product and stock information prevents you from suggesting things you don't have.

Another good way to ensure that all team members are familiar with your products is to talk about them during your morning meeting.

Treat your customer like they're your best friend

Establishing trust is critical to suggestive selling. Once the customer feels that an associate is only after the commission and they don't really trust the salesperson's advice, they'll instantly get turned off and get hesitant about making a purchase.

To accomplish this, treat the customer like they're your best friend. Be interested in your customers. Know their names, treat them like friends, tell jokes, and make them feel comfortable. That way, when you tell them that something is good for them, or not, they're going to trust you.

Shopping is about the experience. If a customer feels like they're shopping with a friend, they're going to stay longer and feel more comfortable, rather than being in a store wherein the associate gives them the cold shoulder and only starts engaging when they think the shopper is willing to make a purchase.

Equip yourself and your staff with industry knowledge

Aside from product and inventory knowledge, see to it that your staff is also on top of the latest industry news and trends.

Read our trade magazines. That way, when a customer walks in, you can offer tons of relevant and timely tidbits.

Be subtle when necessary

You don't always have to be explicit with the products you're suggesting. Depending on the customer, you could be a bit subtler with how you recommend things.

A good approach could be to compliment items that you like (or think the customer will like) in the store. You could say 'I really like the color of that bag.' Or, let's say a shopper wants to buy a Christmas Tree. You could mention that you just had another customer shopping for the same product and they also liked the other items in the store.

The key is making them aware of your other products without pushing them to buy.

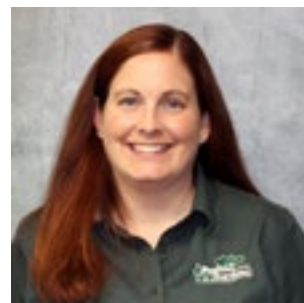
Bottom line

Learning how to effectively suggestive sell can do wonders for your bottom line, but you shouldn't just do it for the sales. Practice suggestive selling to genuinely add value. Do it because you want to help shoppers find products they want and need, and because you want them to be successful with their projects.

Suggestive selling should be about enlightening people on how they can improve their lives and showing them products they can actually use.

SELLING SUPERSTARS

LET'S HEAR IT FOR THIS
MONTH'S LANDSCAPE
DESIGN SUPERSTARS.



Driving Sales and Reaching Goals:

Stephanie VanHaverbeck is within \$500 of \$1 million in sales YTD; Jamey Gutierrez has \$23k left to hit \$1 million in sales YTD; Bryan Dale just passed his personal goal of \$500k YTD, which is up 53% from last year!!! Congratulations!

Benefits Corner for EMPLOYEES

TEAM MONTHLY BONUS PROGRAM

One of our many amazing benefits: The earning potential is in YOUR hands! Rally your team together to earn \$\$\$ with this awesome incentive plan.



THE MORE YOU SELL... THE MORE YOU EARN!

\$5 for each full-priced Garden Club membership sold <small>Customer record must contain first and last name, and valid e-mail address or complete mailing address.</small>	\$5 for each valid Landscape lead <small>Landscape Lead Form must be properly completed.</small>	\$1 for each new valid E-mail address obtained <small>Customer record must contain first and last name, and valid e-mail address.</small>	\$1 for each unique item captured on Lost Sales Report <small>Example: Out-of-stock items or items not stocked.</small>
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PIZZA LUNCH

Get a Pizza Lunch
Pizza Lunch if your store receives: 100% on monthly Secret Shopper report.

Get a 2nd Pizza Lunch
(Compliments of the Landscape Company)
If your store hits this month's goal for capturing landscape leads & holiday decorating:

DECEMBER 2018 GOAL
LBN-5 WBL-10 CT-10 EP-5 RO-10

Provided the information above is entered in the POS system, incentive program dollars will be put into a store pool to be shared by all associates working in the store. Your portion depends on whether you are a full-time or part-time associate. Full-time associates averaging 30 or more hours per week will receive full share (100%). Part-time associates averaging less than 30 hours per week will receive half share (50%).

NOTE: English Gardens reserves the right to its discretion to modify, change, amend or cancel this plan without written notice at any time. This is a benefit benefit which is not dependent on our profitability.

THEY TOLD US!

from our Customers

FROM CLINTON TOWNSHIP -

My cashier gave me vital info regarding repotting my orchid I recently received as a gift. Much appreciated!

FROM DEARBORN HEIGHTS -

Excellent Job Well Done, thank you for your service Rosie!

FROM EASTPOINTE -

What a lovely, joyous, informative person in Maggie!!! Denise and Maggie both made my day... no disappointment there.

FROM ROYAL OAK -

Matt was such a great help! As new homeowners, we had a lot of questions. He was so kind and patient. Matt gave us excellent service!

FROM WEST BLOOMFIELD -

Christine Forton presented herself to us with positivity and excellent product knowledge. She was quick to assess our needs and to provide us with several great options.

FROM LANDSCAPE -

Everyone from Sterling, the designer, to Jeff, the crew chief, and the crew were knowledgeable and friendly. This project was a very favorable experience and we are happy with the results.

SAFETY

It's Everyone's Business

WORKING SAFELY IN COLD WEATHER

To prevent injuries and illness as a result of winter weather, it's important to learn about the causes, symptoms and safety considerations to take so you are prepared to handle winter's worst.

Causes of Cold Weather Injuries

There is no exact temperature at which the environment becomes hazardous. Instead, factors such as low temperatures, wind speed and wetness contribute to cold-induced injuries and illness.

- Exposed skin freezes within one minute at -20° F when the wind speed is five miles per hour (mph), and will freeze at 10° F if the wind speed is 20 mph.
- When skin or clothing is wet, injury or illness can occur in temperatures above 10° F, and even above freezing (32° F).
- When the body is unable to warm itself, hypothermia and frostbite can set in, resulting in permanent tissue damage and even death.

Signs of Injury and Illness

If you or a co-worker have any of the following symptoms, get indoors and alert your supervisor or call for medical attention if they do not subside:

- Uncontrollable shivering
- Slurred speech
- Clumsy movements
- Fatigue
- Confused behavior
- White or grayish-yellow area(s) of the skin
- Skin that feels "waxy"

It's important to note that many people suffering from the warning signs of frostbite do not notice because the tissue is numb. Therefore, it is wise for employees to check on each other periodically.

Safety Considerations

To reduce the risk of cold-induced injuries:

- Layer clothing to keep warm enough to be safe, but cool enough to avoid perspiring excessively. It should also contain the following:
 - Inner layer - a synthetic weave to keep perspiration away from the body.
 - Middle layer - wool or synthetic fabric to absorb sweat and retain body heat.
 - Outer layer - material designed to break the wind and allow for ventilation, such as GORE-TEX®.

- Wear a hat. Almost 40 percent of your body heat escapes from your head. If you wear a hard hat, add a winter liner that covers your neck.
- Place heat packets in gloves, vests, boots and hats to add heat to the body.
- Watch out for the effects of cold temperatures on common body functions such as:

- Reduced dexterity and hand usage
- Cold tool handles reducing your grip force
- The skin's reduced ability to feel pain in cold temperatures
- Reduced muscle power and time to exhaustion

SECRET SHOPPER SCORES

OCTOBER 2018

Clinton Township	100% & 97%
Dearborn Heights	94% & 100%
Eastpointe	97%
Royal Oak	97%
West Bloomfield	97%

BABY NEWS!

Sterling Weber (Landscape)

Welcome to the world Lincoln Oliver Weber!

Congratulations to Sterling, Lindsey, and Everett on their new addition.

Lincoln weighed 7 lb 2 oz. and was 20.75" inches long.

Eric Ferreira (Landscape)

Welcome to the world Kevin Alejandro Ferreira Cardoso!

Congratulations to Eric Ferreira and his wife Rita Cardoso had their baby on November 23.

Kevin Alejandro Ferreira Cardoso weighed 8 lbs. 15 oz. 21 inch.