

Fresh from the Garden

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JULY EVENTS

INDEPENDENCE DAY

Wednesday, July 4, 2018
 Stores Open 9 a.m. to 5 p.m.

EMPLOYEE APPRECIATION DISCOUNT DAYS

Enjoy 30% off
 July 5 & 6, 2018 • July 19 & 20, 2018

FREE SEMINAR

Success with Perennials
 Saturday, July 7, 2018
 10 a.m. • Five Main Stores

FREE SEMINAR

Hydrangeas 101
 Saturday, July 14, 2018
 10 a.m. • Five Main Stores

KID'S CLUB EVENT

Butterfly Feeder
 Saturday, July 14, 2018
 11:30 a.m. • Five Main Stores

MAKE IT & TAKE IT WORKSHOP

Succulent Garden
 Thursday, July 19, 2018
 7 p.m. • Five Main Stores

FREE SEMINAR

Hydrangea Re-blooming Tips
 Saturday, July 21, 2018
 10 a.m. • Five Main Stores

FREE SEMINAR

Success in the Shade
 Saturday, July 28, 2018
 10 a.m. • Five Main Stores

OBSERVATIONS

Sales Bonus Plan

by John Darin, President



The right product at the right price at the right time. That's the first step to creating a positive customer experience. After all, most of our customer come to our stores looking for a product to accomplish a goal.

Our mission is to make sure customers leave with everything they need to fulfill the reason for their visit. It's the key to reinforcing English Gardens brand.

People choose to shop based on the "customer experience." There are so many choices today, it's important we provide the best in service, quality, selection and value for all our products and services.

Personalizing the experience for each customer will ensure we provide excellent customer service.

Offering your business card and inviting your customer to see you the next time they're in the store is a great way to establish and reinforce a relationship. And asking, using and remembering your customer's name is another great way to provide excellent customer service.

We've developed our monthly Sales Bonus Plan to target key ways to enhance the customer experience.

Our monthly Sales Bonus Plan pays into the store bonus pool:

- \$5 for each full-priced Garden Club membership sold
- \$5 for each valid Landscape Lead
- \$1 for each valid e-mail address
- \$1 for each unique item captured on the Lost Sales Report.

It's a great way to put extra money in your pocket and make sure we're all providing a great experience for our customers.

John Darin

WELLNESS CORNER

DEDICATION CAN HELP YOU REACH YOUR GOAL

Three hundred and ten. I want you to think about that number for a minute. No matter how you say it, 310 is a big number.

I recently celebrated healthy living at my annual "50 Pounds & Beyond" Celebration of Success event with more than 500 attendees from the Metro Detroit area. We recognized 120 honorees who lost a total of 10,200 pounds – right here in Michigan with Weight Watchers! It was an amazing time!

I was honored to recognize a Harrison Township man who lost 310 pounds. It took him about two years. He lost the weight just like most Weight Watchers members, pound by pound, and, sometimes ounce by ounce. There was no magic pill, no special foods, and no quick fix gimmicks.

Losing the weight was all about having the right support and true dedication. Our members get that support right at the Weight Watchers meeting. The one thing all of these honorees had in common – wasn't only their dedication but that they rarely missed a weekly Weight Watchers meeting. Can you imagine that type of dedication?

Life isn't always easy and it comes with many ups and downs. But it takes a lot of dedication and support to get you through the tough times in life. It doesn't matter if you need to lose 10 pounds, 100 pounds – or you're facing another challenge in life – dedication can help you reach your goal.

Support and dedication are the key ingredients to achieving any goals you set for yourself in life. You can do it!

- Love, love, love,

Florine Mark

SELLING SUPERSTARS



TOP EARNERS OF OUR MAY PATIO SPIFF

Amy Friedman, the leader of the pack with a \$490 earned gift card!

Suzanne Zacks sold her way to earning a \$350 gift card!

And Steven Brincat rounded out his month of May with a \$220 gift card!

Lisa Drew, as a new associate, showed she is focused on selling and earned \$150!

Keep in mind, Amy's \$62,000 plus in sales was only for non-sale furniture and sales over \$1,000.

Way to Go Royal Oak team for driving sales within your store each and every day!

We appreciate the hard work and commitment to exceptional customer service from all of our Selling Superstars.

SELL FOR SUCCESS: JULY 2018

RETAIL SALES TRAINING TIP: How to Add-on to Any Sale

Before you can learn how to add-on to the sale, you first need to see how a sale could play out.

Once the customer has selected the main product, you have three options to get additional product out the door:

Make them see something else that makes the first purchase better.

Scare them they may need something else.

Fold your tent.

Obviously, our retail sales training will focus on the first but in order for it to make sense we will need to show what all three options look like on the sales floor.

The first is a great one if you sell flooring, apparel, window fashions or anything where there are substantial ways you can make it perfect. Use the cake analogy.

"Have you ever seen someone make a chocolate cake?" (wait for answer.) "It's pretty good all on its own. What I'm going to show you is the frosting on the cake."

Simple, sets the expectation, feels easy.

The second is great if you sell hardware or project-based items.

"Have you ever gotten home, ready to do a project and found you didn't have everything you needed so you had to go back to the store?" (wait for answer.)

"We've got everything you need right over here to save you a trip."

The third is what you hear in stores, restaurants and service providers day-in and day-out. It's what we call folding your

tent. While it isn't part of anyone's retail sales training program it is the most heard response from a clerk...

"Anything else?"

What did you see in that interaction?

Nothing.

Know what you'll get in additional sales with that line?

Nothing.

You have not created a picture either good or bad.

After all the work it took to get the customer in and for them to buy, you buckled when you needed to stand tall.

Think about being in a restaurant...

You've just finished a great meal.

The server comes over and says,

"Anything else?"

Quick, what did you see?

Nothing.

What if the server said, "Do you want some pie or cookies or ice cream with that?"

What did you see?

Nothing.

But what if the server said, "We have a fresh-made apple pie just out of the oven. I could drizzle a little warm caramel on it and top it off with a scoop of vanilla bean ice cream."

What did you see? I bet you saw the pie. Don't care if you opted to order it. You saw it. That takes careful planning.

You want to improve your retail sales and make sure your team knows how to add-on to any sale? Make customers see it - good or bad. Using these suggestive selling tips will keep your staff from folding their tent.



GREETINGS

from the Landscape Company

PROFESSIONALS DOING EXTRAORDINARY WORK

The Landscape Company has enjoyed a successful first half of the year. We are definitely busy heading into July.

The challenge is to keep momentum going through the summer months. This can be more difficult, as the phones are ringing less, and fewer customers are entering the stores. This is still a great time for us to design and install beautiful landscaping. Please stress this message with potential customers.

Educate our customers that it is not too hot to plant. Tell them our designers commonly have more time to spend

with them on each project. In fact, we commonly produce our best work during this season!

Please remember to fill out a lead for any potential customers. The number of leads coming in from the stores is significantly reduced from last year - so we're asking for your help boosting those numbers!

2018 Spiff Program:

\$1,000-\$5,000 = \$10 gift card

\$5,000-\$25,000 = \$20 gift card

\$25,000 - \$50,000 = \$50 gift card

\$50,000 & up = \$100 gift card

Our designers will continue to make our weekly store visits throughout the summer, so please ask them any questions you may have about the Landscape Company. We are also happy to be giving the "Success in the Shade" Talk on July 28 at WB & CLT stores. In addition, we are also giving the "The Four Season Garden" talk at WB, CLT & RO stores on August 4.

Enjoy the summer, and please continue to tell customers about our award winning Landscape Company!

Special thanks to Amy Friedman, Ann Reimer, Becky Menger, Bob Walker, Carol Grillo, Christine Forton, Cynthia Kidd, Danielle Roffe, Dena Serrato, Dillon Wauldron, David Cooper, Denise Miller, Elisabeth Johnson, Judy Darin, Jodyn Bronstein, Erin Harvey, Erin James, Frank Janosz, Greg Pizzano,

MANAGER & ASSOCIATE ANNIVERSARIES

MANAGERS

44 Matt Borden, DB

36 Bob Walker, MO

26 Jennifer Youngquest, MO

9 Nick Banks, WB

7 Doug Watterson, DB

ASSOCIATES

19 Judy Darin, DB

17 Donna Pierce, RO

13 Tyler Vespa, RO

9 Kristie Graber, EP

5 Carmelo Andrade, LC

4 Beth Rockford, RO

3 Christopher Scott, CT

2 Duane Loyd, CT

1 Erin Harvey, CT

1 Donna Roy, WB

1 Kionna Willingham, EP

Jill Clissold, Jim Welch, Karen Carducci, Kim Milewski, Kristie Graber, Lori Heiden, Laura Milliken, Mari Zyla, Margaret Thorp, Lia Irrarry, Michelle Wieferich, Natalie Cardell, Pat Birch, Racheal M., Sanae Lamdarass, Sean Matthews, Silvia Buse, Sarah R, Steven Alman & Tristin P. They all have sent us a lead in 2018.



SAFETY

It's Everyone's Business

GOOD HOUSEKEEPING

Good housekeeping is an integral part of our company's safe work practices. Many times during the course of

a work day, you may find that all of a sudden you are starting to walk around or trip and stumble over tools, equipment or debris in a work area that was clear before. The job has become difficult to do in a safe and efficient manner.

It is a proven fact that a clean work area helps prevent accidents. Many times in reading over accident reports it is apparent that had the work area been cleaned up, there would have been no accident.

It is everyone's responsibility to keep the work area clean and safe. Good housekeeping not only makes trucks, trailers, work areas, offices and garages look good, but it also makes for an efficient and safe operation.

There is an added bonus. Trucks, trailers, and many work areas are

often observed by the public. For instance, a truck or trailer that looks shoddy and ill-kept leaves a bad impression on customers. Once again, good housekeeping has an effect.

How clean is your work area or office? Do you clean enough to get by, or do you do a job to really be proud of? There is always room for improvement and housekeeping is one area in which everyone can improve. Housecleaning is not just a rainy-day deal or a once a month chore, but it is a job that should be done daily.

Work areas reflect the neatness and abilities of their occupants. If each individual would leave his work area in the condition s/he would like to find it, everyone's work could be done more efficiently and safely. Good housekeeping is a team effort!

Health Corner for EMPLOYEES

THE HEALING POWER OF ART

Whether you toil over an oil canvas or doodle mindlessly on a page, research suggests the act of creating art has powerful healing properties.

How Art Heals

Q: How does art contribute to healing?

A: Art is healing because it forces you to forge a connection between your mind and your body. Unlike exercise, which works your body, or meditation, which clears your mind, art-making accesses both mind and body to promote healing. Every time you sit down to write a song or paint a picture, you're using mental processes in a physically engaging activity.

Q: How can art help people navigate disease?

A: It is hard to be bogged down in negative feelings and fear when you're creating a piece of art. Instead, you experience a grounding, present and rewarding sense of connecting with yourself. You can even learn to engage with and interact with your art – asking it questions, engaging in a dialogue with your creation and uncovering information about yourself. It sounds hokey at first, but there's a world of wisdom to be gained from connecting with yourself in this way.

Q: Are there specific techniques that promote healing?

A: For patients who are in pain, doctors often suggest "body mapping." They give you a literal outline of a human body and ask you to indicate where you have pain with little red dots. Then, ask you to cover over them, essentially destroying them and transforming them into something new.

Even if you feel like you're not artistic or creative, art therapy is still a powerful healing tool. The key is breaking through the glass boxes we create for ourselves. You can start small with something like a coloring sheet or a simple origami bird. Art therapy is about having fun through self-exploration – not winning an art prize.

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



You can even expand beyond "traditional art." Play with weird materials like cardboard, old clothing or quilting fabric or broaden your definition beyond visual art to include creative endeavors like movement, music or the written word.

THEY TOLD US!

from our Customers

FROM DEARBORN –

Victoria in the Florist and Dillon in the Garden Center were extremely helpful, courteous and pleasant. We really appreciated their professionalism and willingness to make sure we were happy.

FROM CLINTON TWP. –

I called the English Gardens store on Hall Rd in Clinton Twp last week & wanted to know if you had any wrought iron window baskets. The girl on the phone was so helpful! She went out of her way to take an actual picture of all you had on display & send them to me to see if I liked them before driving 40 miles to get them. Her name was JULIE VALICEVIC. She went above & beyond customer service for me. I haven't had customer service like this in years. This girl needs to be acknowledged for her fabulous customer service. Thank you so much JULIE VALICEVIC!

FROM EASTPOINTE –

Denise overheard my request for Pine bark mulch and stepped in to say if I leave my number and prepay they can hold it for me and call when it is in. She didn't have to get involved but did!

FROM ROYAL OAK –

Annette in your garden center was SO helpful! I was using your store wheelchair and she was so kind. My husband was pushing ME, so she got a cart and accompanied us while we shopped. She helped me pick out the perfect hydrangea, as well as an annual planter. People like Annette make all the difference when shopping with a disability!

FROM WEST BLOOMFIELD –

We have been working with Lori on yard designs and she is terrific! We LOVE Lori! She is so helpful and has terrific ideas. We are loyal EG customers and Lori always takes time to help us.

FROM LANDSCAPE –

Sean Sitton is an excellent crew chief, organized, efficient, and great with PR and crew. Shows design talent as well. A standout worker!