

Fresh from the Garden



JUNE EVENTS

LADYBUG GIVEAWAY

Saturday, June 9, 2018

One bag of 150 ladybugs free with any purchase. While supplies last.

FREE SEMINAR

Bees & Beneficial Insects

Saturday, June 9, 2018 • 10 a.m.

KID'S EVENT

Painting Ladybug Rocks

Saturday, June 9, 2018 • 11:30 a.m.

EMPLOYEE APPRECIATION DISCOUNT DAYS

Enjoy 30% Off • June 7, 8, 28, 29, 2018

FLAG DAY

Thursday, June 14, 2018

MAKE IT & TAKE IT WORKSHOP

Patio Centerpiece

Thursday, June 14, 2018 • 7 p.m.

FREE SEMINAR

Landscape Design Tips

Saturday, June 16, 2018 • 10 a.m.

FATHER'S DAY

Sunday, June 17, 2018

ECGC GROUP

English Gardens Hosts June 18-20, 2018

SUNRISE TO SUNSET SALE

June 20-22, 2018

FIRST DAY OF SUMMER

Thursday, June 21, 2018 • Open 5:57 a.m.

HAPPY 64TH BIRTHDAY

English Gardens turns 64!

Saturday, June 23, 2018

FREE SEMINAR

Attracting Birds & Hummingbirds

Saturday, June 23, 2018 • 10 a.m.

FREE SEMINAR

Gardens Resistant to Deer,

Rabbits & Squirrels

Sunday, June 30, 2018 • 10 a.m.



OBSERVATIONS Customer Service Tips

by John Darin, President



The late spring pushes more business into June. Here are a few customer service tips for excellent customer service:

Greet every customer: Make eye contact, smile and say Hello.

Be visible and available: Customers shop at different paces. Some need immediate help. Others wish to browse before asking questions. Pay attention to how your customer is shopping, and be available when she's ready to ask questions or make a purchase.

Use the customer's name: Try to learn your regular customers' names, and use them during conversations. At the register, thank each customer by their name. We have the names of the majority of our customers in our computer system.

Interact with your customers: Ask questions. If you recognize customers from previous visits, ask how their project is going. You'll find that customers with whom you have a rapport will ask questions and trust your advice.

Be helpful: If you don't know the answer to a question, find someone who does and listen to the response so you'll be able to answer that question next time.

Go the extra mile: Offer to get the product from another store or capture a customer's request on our Lost Sales report. Follow up when that product comes in.

Focus on the customer: Smart phones and tablets are valuable sales tools, but they can also be a distraction. Answering your phone, texting or socializing with others while you're helping a shopper or completing a sale at the register are definite no no's.

Be personable: Our stores are feel-good places. Share upcoming events and show new products that just arrived. Be a resource. Give them your business card so they can ask for you the next time they're in the store.

Capture your customer's information: Make sure we have their name and email address, at the very least. We keep a copy of their receipts, which makes returns easier. Plus, we send emails which is a cost effective way to communicate with our customers.

Thank them for shopping with us and invite them back. Be sure to thank every customer who visits, even if they didn't make a purchase. Invite them to return.

Excellent service sets our store apart from our competitors and keeps customers returning to our stores.

Keep up the good work! Remember, spring is a marathon, not a sprint!

John Darin

**ANYTHING IS POSSIBLE
WITH THE RIGHT ATTITUDE**

Did you know your attitude – whether it's positive or negative – can affect how you feel, how you look and how your day goes?

Studies show that our attitude and outlook on life can affect everything around us, including our present and future. Life comes with a lot of challenges, but most of us simply need the right attitude and 100 percent of our very best effort to be successful.

I've faced many challenges in life. The results were better for some than others, but I try to face them all with a positive attitude. I remind myself that anything is possible, with a positive attitude and by doing my very best – no matter what the task or situation might be.

Losing weight was one of the biggest challenges I've had to face in my life. But I did it, and so can you. I was able to change my life by first changing my attitude about myself and my abilities

Having a good attitude is vital when it comes to losing weight. In fact, having a positive attitude is important in all aspects of our lives, which include our daily responsibilities, relationships and how we handle stress and various obstacles. Just remember, you can do anything you really want to do, if you have the right attitude.

- *Love, love, love,*

Florine Mark



**SELL FOR SUCCESS:
JUNE 2018**

SEVEN RETAIL SELLING TIPS

Use these seven retail selling tips to make sure you get the most from yourself and your team:

1. **Set the expectation.** Before you clock-in or even walk in the door stop yourself and do an expectations check. What are you concentrating on? One of the old sales pros used to say, "Garbage in, garbage out" so watch what you listen to or watch before coming to work as it might trap you into a negative world-view.



2. **Take care in how you look.** Let's show each other and ourselves a little respect. Let's put Saturday night effort into Sunday afternoon.

3. **Don't judge.** I know, this is hard but you can't judge a book by its cover or a customer by their clothes. When we do that to try to decide who is worth our efforts, we're often wrong and settle for crumbs when we can have the whole banquet.

4. **You're there to serve.** Knights of the Round Table used to kneel as an act of servitude to their master or to royalty. It was an outward sign of servitude toward another. The act of serving another goes back to biblical times and is mentioned throughout literature as one of the greatest gifts to humanity. In retail right now, we often have employees acting as King or Queen and they are doing the customer the favor. This is wrong.

5. **Know your close ratio.** Keep count one day of every customer you encounter and every customer you ring up. Divide the two to find your ratio of sales to visits. At first, this might be 1 out of every 10. With practice, you'll find by being aware of all the customers you had to sell, you've made more sales.

6. **Sell something you hate.** Find the ugliest thing in your store you can. Determine to find five things about it you love using the feature "it has" to link to the benefit for the customer. What you'll find is that once you give up your assumptions and personal bias, you can find several things to make a compelling case why a customer should buy an item.

7. **It's just a game.** Making a sale is very fluid, sometimes you get lucky, sometimes you blow it and many times you make it happen. Be able to look at a sale afterwards and say, "I could have done this better." Take stock and then move on because you have another opportunity to shine walking in the door.

In Sum

It's easy to think a salesperson can just wing it when trying to sell something worth a couple of bucks, but the more expensive or luxurious your merchandise is, the more you absolutely have to have a selling system. A system that can engage a stranger, build rapport before giving the product features and benefits and drive to the customer buying from you that day - at full price.





GREETINGS

from the Landscape Company

PROFESSIONALS DOING EXTRAORDINARY WORK

The Landscape Company is operating at full capacity right now. 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 654 leads this year – 245 came directly from the English Gardens stores.

Thank you to all who have discussed the Landscape Company with potential

customers, and sent us a lead. We appreciate it very much.

We encourage everyone to continue sending us leads. We promise to do everything we can to sell a job and get you a Spiff. We typically see a decline in leads toward the end of June as school gets out, and vacations begin. That's the time we especially need you to continue promoting the Landscape Company.

Please review the following lead procedures, and share this information with any associate who may not be as familiar with the process:

When an inquiry comes in about the landscape services either by phone or in person:

1. Use the consultation forms found on the landscape podium or fill it out on our website.
2. Fill out the consultation form completely, it asks all of the questions Landscape Company needs to correctly process the lead and contact the client.
3. After completing the consultation form on paper, fax it to the Landscape Company at 248-874-1411. If filling out the request online, don't forget to hit submit!
4. If faxing, wait for the confirmation and attach it to the original.

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 Johnston, Judy Darin, Jodyn Bronstein, Erin Harvey, Erin James, Frank Janosz, Greg Pizzano, Jill Clissold, Jim Welch, Karen Carducci, Kim Milewski, Kristie Graber, Lori Heiden, Laura Milliken, Mari Zyla, Margaret Thorp, Lia Irrarray, Michelle Wieferich, Natalie Cardell, Pat Birch, Racheal M, Sanae Landar, Sean Mathew, Silvia Buse, Sarah R, Steven Alman & Tristin P. They all have sent us a lead in 2018.

5. Send the original and confirmation to the Landscape Company through inter-office company mail.
6. The lead will then be assigned to a designer and the client will be contacted by the designer to set up an appointment.
7. If the project is sold, a spiff prize will be awarded to the store employee who took the lead!



SAFETY

It's Everyone's Business

SUNBURN

With summer coming, many people will experience the pain of sunburn. Sunburns can be as simple as the skin turning slightly red or serious enough to cause blistering, fever, nausea, and

permanent scarring. Almost everyone has suffered through sunburn at some time during their life.

Sunburn is a skin reaction to the rays of light, not heat rays. That's why it's possible for someone to get burned on a cold, sunny day. There are many common misconceptions about when people will and will not get a sunburn.

Some people think they will not burn on hazy, overcast days, but actually these conditions can enhance the effect of the sun on the skin. By contrast, the dirt particles and smoke that contaminate the air in the city may provide considerable protection against sunburn by absorbing the sun's rays.

Another misconception is that portions of the body covered by water can't burn. Experiments have shown that the burning rays of the sun are capable of penetrating water and reaching your skin. Haven't you ever gotten burnt while in the swimming pool?

Sunburns can be avoided by practicing common sense in exposing yourself to sunlight. Redness doesn't appear at once, but several hours after exposure to sunlight. If you stay in the sun until your skin turns red, you're in for a real good burn.

Unfortunately, there is no specific treatment for sunburn. The best way to provide relief from the discomfort without doing further damage is to apply an ointment, wet compress, or soothing lotion. Most mild sunburns will heal without treatment if left alone. See your doctor if the pain is excessive or if the skin shows extreme blistering. Remember, if you're trying to get a tan, use a suntan preparation that has a chemical sunscreen or block. Spread it on freely and watch the time!

Sunburns and ignoring the effects of the sun can lead to long term skin problems in our older age. Take care of yourself and keep yourself safe from overexposure.

Health Corner for EMPLOYEES

MOOD-BOOSTING FOODS: WHAT YOU EAT CAN AFFECT HOW YOU FEEL

Even when the sun is kissing the skin again, especially in sun-deprived climates, it can take some time to feel a boost in mood.

One way to get there faster – and also help avoid dips in mood throughout the year – is through food, specifically those rich in vitamin D, magnesium and omega-3s.

It's not hard to increase intake of these crucial brain and mood nutrients. They're found in every day foods, at regular stores and require no special preparation or diet.

Doctors recommend looking for foods with:

Vitamin D. Lack of vitamin D (aka the Sunshine Vitamin) has been connected to higher levels of depression and can affect the severity of depression. You can get vitamin D from different sources, including supplements. You can also get it through sun exposure. Finally, you can eat your vitamin D, a must for the sun-deprived.

The best sources are egg yolks, dairy milk, yogurt, cheese, canned fish and fortified tofu. If drinking non-dairy milk, check the label for vitamin D.

Magnesium. While it's found in many foods and 400 mg a day is recommended. Magnesium plays a role in many functions of the body, including cognitive function.

Great sources of magnesium are beans and legumes, nuts, pumpkin seeds, chia seeds and flax. Oatmeal, broccoli, peanuts and soybeans, as are dark leafy greens such as spinach and chard. Dark chocolate, cocoa powder, avocados, figs, whole-wheat bread and fortified cereal are good sources as well.

Omega-3 fatty acids. The evidence is clear. Omega-3s do the brain good. The heart, too. These acids are known to aid in a number of health conditions. However, the body doesn't naturally produce omega-3 acids so it's critical to get them from food.

You can find it in fish, beans (navy beans especially), walnuts, omega-3 eggs (eggs from chickens that have been fed omega-3s), spinach, grass-fed beef, flax and chia seeds. Hint: Sardines in water can be used just as you would tuna and are loaded with Omega-3s. Alaskan salmon, herring and

MANAGER & ASSOCIATE ANNIVERSARIES

MANAGERS

- 36 Lynette Darin-Walker, MO
- 13 Chuck Debene, MO
- 12 Darrell Youngquest, MO

ASSOCIATES

- 7 Bryce Stefanic, LC
- 7 Paul Desrosiers, DB
- 5 Jorge Ruiz, LC
- 4 Rob Morency, ACO
- 3 Jill Boback, MO
- 2 Denise Miller, EP
- 1 Emeleo Rocha, LC
- 1 Carissa Ray, CT
- 1 Colleen Sullivan, DB
- 1 Margaret Thompson, CT
- 1 Tim Allen, DB

SECRET SHOPPER SCORES

March/April 2018

Clinton Township	97%	97%
Dearborn Heights	97%	94%
Eastpointe	100%	94%
Royal Oak	100%	93%
West Bloomfield	97%	97%

mackerel are other fish high in Omega-3s and low in mercury.

Oils such as cod liver and canola also contain omega-3s. Many foods such as margarine and peanut butter have Omega-3s added, helping you reach the needed 1,200 – 1,800 mg needed per day.

And always remember food is better than vitamin supplements. Supplements also can interact with prescriptions drugs. And unlike the nutrient-rich foods, supplements are missing the minerals and fiber that are good for many parts of the body, including the heart.

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

THEY TOLD US!

from our Customers

FROM CLINTON TOWNSHIP –

I really love just walking around this store, and I never really had until I was given a gift of the flower of the month club: \$35 for a year of fresh cut flowers or a potted plant once a month. It's a great Mother's Day gift idea. It always feels like Spring and Summer in here and with the obnoxious weather we have in Michigan it's enough to take the blues away for a little bit. The staff is always super friendly when I go in, so that's another bonus! Yippeeee

FROM ROYAL OAK –

Kim M. went out of her way to find a plant for me. I am so grateful for her help, Matt was great too!

FROM WEST BLOOMFIELD –

Georgia C. was the cashier who helped me at the checkout. She was very courteous and efficient! Great service!!!