

# Fresh from the Garden

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## NOVEMBER EVENTS

### OPEN HOUSE

Sunday, November 4, 2018  
10 a.m. to 5 p.m. • Five Main Stores

### DAYLIGHT SAVING TIME ENDS

Sunday, November 4, 2018

### ELECTION DAY

Tuesday, November 6, 2018

### EMPLOYEE APPRECIATION DISCOUNT DAYS

Enjoy 30% Off  
November 8, 9, 23, 24, 2018

### LADIES NIGHT

Royal Oak - Thursday, November 8  
Clinton Twp. - Thursday, November 15  
5 p.m. to 8 p.m.

### KID'S CLUB EVENT

Thankful Tree  
Saturday, November 10, 2018 • 11 a.m.

### VETERANS DAY

Sunday, November 11, 2018

### CHRISTMAS DIY WEEKEND

Saturday, November 17, 2018  
10 a.m. to 2 p.m. • Five Main Stores

Sunday, November 18, 2018  
11 a.m. to 2 p.m. • Five Main Stores

### FESTIVAL OF TREES

Sunday, November 18, 2018  
thru Sunday, November 25, 2018  
Ford Community & Performing Arts  
Center in Dearborn, MI

### THANKSGIVING DAY

Thursday, November 22, 2018  
Stores Closed

### VISIT SANTA

Saturday, November 24 & Sunday,  
November 25 • 10 a.m. to 3 p.m.  
Clinton Twp. & Royal Oak



## OBSERVATIONS

### Engage the Customer

by John Darin, President



November is a busy month. Everyone has been working hard for weeks to convert our stores to Christmas wonderlands. The results of your efforts are paying off as customers visit to obtain the products to create a beautiful and memorable Christmas.

Customers visit us for our unique products, as well as our knowledge and advice. Making sure customers leave our stores with everything they need for their holiday decorating and gift giving creates an excellent customer experience. It makes customers successful, as well as us.

Our monthly Sales Bonus Plan targets key ways to enhance the customer experience. For each of the following, we pay into each store's bonus pool, which is split amongst associates, putting extra money in everyone's pocket. Thru September, we've paid out more than \$45,000 to associates in this plan.

The plan includes:

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

Valid for one year, Garden Club membership allow customers to save 10% on most purchases. Garden Club discount applies to life-like Christmas trees, so it's an easy sell for anyone making that purchase. Letting customers know we provide landscaping and holiday decorating services helps make their holidays less stressful. Capturing each customer's email address so we can communicate to them. Adding items to the Lost Sales Report that customers are looking for provides valuable feedback to the merchandising team.

If you need a refresher on the products and services we offer for the holiday season, be sure to refer to your notes from the Holiday Preview event held in October, and review the Success Training Cards.

Reminder: Never say "no" to a customer. Tell her what you can do, rather than what you cannot. We usually have a solution to whatever a customer is asking. If you think you need to say no, get your manager involved.

Have a great November and a Happy Thanksgiving. Our stores and offices are closed so you can enjoy the day with family and friends.

*John Darin*



## GREETINGS

from the Landscape Company

### PROFESSIONALS DOING EXTRAORDINARY WORK

November is the fastest paced month for the Landscape Company. We are finishing remaining landscape installations, but most of our attention is focused on the upcoming holiday season. We are currently installing holiday work for lots of our existing customers, but still have room for new work.

It is very important to tell customers that it's best to contact us as early as possible to get their job scheduled. We typically can meet customers and present them with a quote within a week of contact!

Store associates are crucial to our success for the rest of the year. Please apply what you learned during the Holiday Preview to explain to customers all the services we provide. When helping customers fill out the leads at our podiums, make sure to clearly write down their name, address, two phone numbers and an email address with a description of the work they'd like done. Also write down your name so we can reward you with a Spiff if the project is sold!

To further assist customers and associates, we have signs in front of the outdoor trees we lit at the stores. These signs give customers a general idea of the cost of our services. They will also include the amount of product to professionally light certain trees.

Additionally, we have a binder at the service desk detailing the décor on the trees we have lit for customer inquiries. Please familiarize yourself with the location of these signs, and tell customers to refer to them to get a better understanding of our holiday lighting service.

We have several lighting ceremonies planned for November, in which we invite all associates to attend. They are always fun events for families, and a great way to get into the holiday spirit.

#### Sunday, November 11, 2018: Partridge Creek Lighting Ceremony

- This event is traditionally the busiest, and a lot of fun. Lights will go on shortly after dusk. Plan to arrive at least an hour in advance to get a parking spot.

#### Thursday, November 15, 2018: City of Royal Oak Lighting Ceremony

- Only the 7th year of this event, but we are expecting a great show.

#### Friday, November 16, 2018: Village of Rochester Hills Lighting Ceremony

- Lights will go on shortly after dusk, and there is typically enough parking within the mall. Santa will arrive after the lights are on, and will be available to take family photos in the Snug.

#### Wednesday, November 23, 2018 & November 30, 2018: City of Birmingham Lighting Ceremony

- This is the Third year that English Gardens is lighting trees in Shain Park. Santa will also be available to take pictures.

Special thanks to Amy Friedman, Amy Kanakri, Ann Reimer, Annette Ferris, Becky Menger, Bob Walker, Bonnie Thorp, Carol Grillo, Colleen Sullivan, Christine Forton, Chris Scott, Christine Fisher, Cynthia Kidd, Cassandra Kus, Danielle Roffe, Dena Serrato, Dillon Wauldron, Debbie Matthews, Dan Lemanski, David Cooper, David Gruenawald, Denise Miller, Donna Roy, Elisabeth Johnson, Judy Darin, Johnny Darin, Jordyn Bronstein, Erin Harvey, Erin James, Frank Janosz, Greg Pizzino, Jill Clissold, Jennifer Youngquest, Jim Welch, Jordan Vanek, Jim Miller, Jenna Qasem, Kim Milewski, Katharine Hathaway, Karen Carducci, Kristie Graber, Lori Heiden, Laura Milliken, Lia Irizary, Lisa Drew, Mari Zyla, Marie Goforth, Michelle Wieferich, Pat Birch, Paula Kus, Racheal Macauley, Sarah Miller, Sanae Lamdarass, Sally Miller, Sean Matthews, Silvia Buse, Sarah Randall, Steven Alman, Steve Burke, Tuesday Green, Tristin Pickett & Zach Garsh. They all have sent us a lead in 2018.



## WELLNESS CORNER

### WHAT DOES WELLNESS MEAN TO YOU

I've recently announced some exciting changes at Weight Watcher, and I couldn't wait to share the details with you. After decades of helping people lose weight, we've become experts at inspiring healthy habits. We are now taking the company to a higher level by moving beyond weight loss to Wellness.

Okay, so now you want to know what does this mean. To be clear, we are not moving away from helping people to lose weight and get healthy. We will still be a leader in weight management – but we are expanding into wellness so that we can help everyone build healthy habits, whether you want to lose weight or not. No matter what your goal is – to lose weight, eat healthier, move more, and develop a positive mind-set or all of the above – we are opening our doors to all.

I recently asked a few people what does Wellness means to them. And I got a different answer from each one of them. For some people, wellness is about being free from illness and disease. For some, it means eating healthy, exercising, and maintaining a good weight. And for others, it means having a positive attitude and outlook on life, being happy and sociable, and feeling good about yourself and the things around you.

For me, Wellness starts with having a positive mindset. That's what we focus on in our WW workshops. I was able to lose 50 pounds and keep it off because I first changed my mindset. Wellness is about feeling good about myself, being health and happy, and maintaining a healthy weight.

So no matter what your goal is – WW will give you the tools you need to reach your goal. We are not changing our food program. We are just pushing our mission to a much higher level. In fact, we are launching a whole new brand. We are moving for being called Weight Watchers to WW. The weekly meetings are now called Workshops. And our leaders/coaches are known as Wellness Coaches. Our current and prospective members wanted a new look that was strong and modern, and we listened. To learn more, go to [www.8883florine.com](http://www.8883florine.com).

- Love, love, love,

*Florine Mark*



# SELL FOR SUCCESS: NOVEMBER 2018

## NO THANKS, I'M JUST LOOKING: SALES TECHNIQUES FOR TURNING SHOPPERS INTO BUYERS

By Harry J. Friedman

Excerpt from Chapter 1: Getting your act together before taking it to the selling floor

### Page 7: Tip #3 Don't Congregate on the Selling Floor

Picture this: You're in the store on a day that's so quiet you've been listening to the clock tick for amusement. About midmorning, you and your colleagues stand around guarding the register, and get involved in a heated debate about last night's big game. You're so caught up in this vital discussion that you continue talking, although you see that a shopper has come into the store.

She doesn't look like a promising customer; she's not focused on any particular item, seems to be browsing

aimlessly, hasn't asked for help, and her hair isn't exactly right. You and your colleagues continue with your conversation; the shopper roams through the store for a while and then leaves. Is this any way to run a railroad?

It's easy to get involved in a conversation with other salespeople, especially when things in the store are slow. However, that's not what you're there to do. When customers need help, they often feel uncomfortable about interrupting salespeople who are obviously engaged in personal conversations. Customers who are uncomfortable about interrupting may wind up feeling angry about being ignored.

You can't always control when a customer will come in, and you certainly can't bring him back if he leaves displeased. You can always find time to "chew the fat" with your friends and colleagues, but let's be clear: the selling floor is not the appropriate place to do it, particularly when there's a customer in the store. You never want customers

to feel that your conversations with fellow sales staff are more important than they are.

The rule for today and every day is: when you're on the selling floor, there's nothing more important than your customer. In theory and in practice, the customer always comes first. There should be an understanding among all floor personnel to stop the conversation when anyone walks in, regardless of how important it is.



## SAFETY

*It's Everyone's Business*

### CELLPHONE USE BEHIND THE WHEEL

When was the last time you talked on your cellphone or texted while driving? If you are like most drivers on the road today, this is a regular occurrence. But increasing evidence reveals the dangerous link between cellphone use behind the wheel and motor vehicle accidents.

#### The Risks and Dangers

Because the attention of many drivers may be diverted due to multi-tasking behind

the wheel, the cellphone has become one of the most common and deadly driver distractions. Originally used as aids in emergency situations such as calling for roadside assistance, cellphones have become much more than that today. Many drivers use their cellphones to turn their cars into mobile offices, to catch up with friends and family, or to simply squeeze more productive time into their days.

Cellphone use is especially dangerous because drivers cannot safely divide their attention between the road and their conversations. When talking on your cellphone while driving is absolutely necessary, research indicates that hands-free cellphones will help keep your hands on the wheel, but could still keep your mind from focusing on the road.

The American Automobile Association (AAA) asserts that texting, specifically, requires full attention, taking drivers' attention off the road. Not only that, but for every 2 seconds that a driver's eyes stray from the road, they are twice as likely to have an accident, according to AAA.

You may not view texting while driving as seriously as you view drunk driving, but Car and Driver magazine performed a study that compared the two and made some interesting observations. Test subjects

in the study had much slower reaction times to brake lights in front of them when texting than they did when intoxicated. Texting while driving is a serious threat to your safety and the safety of others.

#### State Laws

Many states already have laws prohibiting the use of cellphones and texting while driving. These laws are changing frequently, so be sure to know what the restrictions are in your state. For more information on state requirements, visit [www.ghsa.org](http://www.ghsa.org).

#### Do's and Don'ts

Follow these simple tips for driving and texting behind the wheel:

- DO follow all state and local regulations regarding cellphone use while driving. It is your responsibility to know the laws.
- DO use a hands-free device if you need to make a call while driving, or pull off the road safely before calling.
- DO let voicemail take calls if you cannot answer the phone safely.
- Do NOT surf the web, send or read texts, or use any other cellphone function that takes your eyes and attention off the road.
- Do NOT use any function of your wireless device in heavy traffic, severe weather or other hazardous conditions.



## Benefits Corner for EMPLOYEES

### NOVEMBER IS DIABETIC EYE DISEASE MONTH

Regular eye exams can prevent 90% of blindness caused by diabetes. Don't lose sight of the importance of regular exams with your VSP network doctor.

Did you know that a VSP WellVision Exam® is more than meets the eye? An increasing number of eye doctors are using this visit to check not only your vision, but your overall health – including signs of cancer.

During the dilated eye exam, for example, your eye doctor can examine for growths in the back of the eye that are undetectable without dilation. Since there are dozens of conditions patients won't notice themselves until the diseases are quite advanced, getting regular, comprehensive eye exams is the best (and easiest!) way to watch out for vision problems and life-threatening conditions.

In between your annual exams, pay attention to the following signs of vision changes:

- Blurry vision
- Dark spots in your field of vision
- Chronic redness of the eyes
- Ongoing nausea

Signs of glaucoma, hypertension, diabetes, and tumors are just a few of the many conditions doctors look for when examining a patient, so be sure to schedule your annual exam before the year is up, and remember to go every year.

# SECRET SHOPPER SCORES

## SEPTEMBER 2018

Clinton Township	N/A
Dearborn Heights	N/A
Eastpointe	87%
Royal Oak	97%
West Bloomfield	100%
Landscape Company	N/A

## MANAGER & ASSOCIATE ANNIVERSARIES

### MANAGERS

- 39 Dean Darin, MO
- 39 Frank Janosz, MO
- 14 Nancy Bacinski, RO

### ASSOCIATES

- 13 Jennifer Lau, RO
- 6 Lauren Rose, RO
- 5 Brittany Hamilton, ACO
- 5 Mary Gidner, EP
- 4 Paula Kus, CT
- 4 Rebecca Nosanchuk, WB
- 3 Ernesto Gonzalez, LC

## 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 –

*The florist at this store ordered flowers for my sister who passed away last week. They were beautiful. I wanted to thank her and the staff for their help!*

### FROM EASTPOINTE –

*Denise Miller is a life saver! She helped me rehab all but one of the seven orchids I brought in to have her inspect. She is truly an asset to your team- Thanks Denise!*

### FROM ROYAL OAK –

*Sara helped me on the phone and then greeted me in store, so friendly! She pointed me to Jennifer who was AWESOME and so knowledgeable. She helped create the exact image I had in my head for a birthday gift! Was thorough, yet efficient and gave me an excellent quality smile :)*

### FROM WEST BLOOMFIELD –

*My delivery specialist made my day, as well as the flowers! He was very polite and nice and happy for me that I was so happy and excited. I love positive energy! Thank you.*

### FROM LANDSCAPE –

*Working with Jamey is always a great experience. She is very talented and a responsive, easy to work with professional. Your installation team was very hard working and did an excellent job!*

## CONGRATS!

*Jill Boback (MO)*

**Award Winner of Warren Beautification Commission's 2018 Awards Program**

Photo by Beautification Commission member Carol Peterson who said she stood in the street to capture the splendor of the home of Jill Boback and Ron Cole.

Link to complete article is below:  
<https://www.candgnews.com/news/warren-beautification-commissions-awards-program-celebrates-25th-year-109961>

