

# Fresh from the Garden

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## OCTOBER EVENTS

### FREE SEMINAR

Fall Gardening Tips  
Saturday, October 7, 2017  
10 a.m. • Six Main Stores

### COLUMBUS DAY

Monday, October 9, 2017

### FREE SEMINAR

Putting Your Garden to Bed  
Saturday, October 14, 2017  
10 a.m. • Six Main Stores

### NATIONAL BOSS DAY

Monday, October 16, 2017

### HEALTH FAIR & HOLIDAY PREVIEW

Monday, October 16, 2017  
3:30 p.m. - 9:15 p.m. • Royal Oak Store

### EMPLOYEE APPRECIATION DISCOUNT DAYS *Enjoy 30% off*

October 16-18, 2017

### SWEETEST DAY

Saturday, October 21, 2017

### FREE SEMINAR

Holiday Decorating Ideas  
Saturday, October 21, 2017  
10 a.m. • Six Main Stores

### FREE SEMINAR

Arranging Fall Flowers  
Saturday, October 28, 2017  
10 a.m. • Dearborn Heights,  
Clinton Township, Royal Oak  
& West Bloomfield

### KID'S HALLOWEEN PARTY

Saturday, October 28, 2017  
11:30 a.m. to 12:30 p.m.  
Six Main Stores

### HALLOWEEN

Tuesday, October 31, 2017



## OBSERVATIONS

### Conversion Rate

*by John Darin, President*



How many people are walking into your store and walking out without making a purchase?

Since we have destination stores, chances are fairly high that a customer will make a purchase if they visit. If not, why not? According to a study by Headcount.com, the main reasons customers don't buy something:

- The product is out of stock or the store doesn't carry it
- The line was too long at the register
- Dis-interested staff

How many of those factors are under our control? All of them! And it takes a team effort.

**Stock outs.** Our buyers are responsible for making sure products are available at the right price and the right time. Buyers order products, operations make sure the items are stocked on the shelves. The Lost Sales Report is a good tool to let the merchandising team know when a product is running out or is out of stock.

It's also a good way to let buyers know if customers are asking for a product we don't carry. Be sure you're recording that information. Every new product on the Lost Sales Report is worth a \$1 in your store's Monthly Sales Bonus pool.

**Long lines at the registers.** I'm sure everyone can understand this: You've decided to make a purchase, you want to be on your way. Most people do not like waiting or standing in line. It's important that everyone be aware when the lines at our cash registers are getting long and call for back-up cashiers.

If for some reason, you cannot open another register, help by packing, expediting price checks and answering questions. I believe you'll find that customers become more patient when they see the situation is being addressed.

**Dis-interested staff.** Excellent customer service is what sets us apart from other retailers. We continually hear about our friendly, knowledgeable staff. We've built our reputation on giving good advice and offering products that help solve problems.

Sales pay our bills and everyone's wages. Let's all do our best to keep our conversion rate high and our customers happy and coming back.

Holiday Preview is Monday, October 16. I look forward to seeing everyone at the Royal Oak store at this annual event. You'll get information on what the buyers have brought in for the Christmas season!

*John Darin*

# SELL FOR SUCCESS: OCTOBER 2017

## WHAT "GOOD" LOOKS LIKE

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 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 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.



WeightWatchers®

## WELLNESS CORNER

### GET MOVING

Moving for me has to be fun! I like to say 'moving' because after a long day at work, the idea of 'exercising' sounds more like a chore. I want it to be something that helps my mind relax. I use this as time to reflect and find happiness and gratitude in my life.

It is so easy this time of year to wake up and get moving with all of the beautiful Fall weather we have had. I love going on my morning or evening walks and I use it as time to listen to my music, appreciate nature and just reflect on my goals and dreams. I often think about things I want to do, ways to improve at my job and how I can make life better.



I really do love my walks, but above all, I love to dance. Especially when the weather isn't so nice and I can't get outside to walk. I close my doors, put on some fun music and just let myself dance and have fun for as long as I feel like – usually it's about 15 minutes or more and then afterward I'll spend some time on the elliptical or bike. All of the endorphins I get from dancing and just moving in general, are what keep me happy, smiling, motivated and at my goal weight.

If you're trying to get into a regular exercise routine, my advice to you is to take it one day at a time. Find what brings the sunshine into your heart and gives you something to look forward to. Let it be therapeutic and a way to decompress and unwind.

So get moving, and make sure you are having fun with whatever you do.

- Love, love, love,  
*Florine Mark*



## GREETINGS

*from the Landscape Company*

### PROFESSIONALS DOING EXTRAORDINARY WORK

The Landscape Company has enjoyed a good year so far, and we look forward to continuing that through the 4th quarter! We owe much of our success to the hard work by all store associates. The leads we receive from you truly fuel our success, and we ask you to continue to promote our services to help us finish strong.

October is extremely busy for us as we install last-minute landscaping, fall clean-up work, and holiday lighting. Our three largest holiday lighting jobs are underway: The Village of Rochester Hills, The Mall at Partridge Creek, and the City

of Royal Oak. Starting installations during September and October allows us time before Thanksgiving to install holiday work for new clients!

During this time, the Landscape Podiums in the stores will have both holiday and landscaping lead sheets. For any interested customers, please assist them to properly fill out a lead with as much information as possible. Please get two phone numbers, the customer's address, and their email to ensure that we can contact them as quickly as possible.

Time is important during this fast-paced season, and with all the correct information, we can guarantee we will contact customers within 48 hours! Also, be sure to legibly write your name on the lead sheet so we can award spiffs for any sold jobs!!

We look forward to seeing everyone at the Holiday Preview on October 16, where we will present some of the beautiful holiday work the Landscape Company has completed. Please ask us any questions about our holiday decorating, and pass that information along to interested customers.

Finally, we will provide signage for your store's exterior lighting display. A reference binder for the exterior lighting display will be placed at your service desk for interested customers.

## 2017 SUMMER OUTINGS



*ACO: Michigan Peddler*



*Ann Arbor: Breakout Escape Room*



## SAFETY

*It's Everyone's Business*

### DISTRACTED DRIVING

**Shocking Statistics That Will Make You Think Twice About Grabbing Your Phone**

The numbers illustrating the dangers of cell phone use while driving are

downright startling. In fact, at any given time throughout the day, approximately 660,000 drivers are attempting to use their phones while behind the wheel of an automobile.

Smartphones have made it easy for us to stay connected at all times. But that can pose serious safety risks if someone decides to check his or her text messages, emails, phone calls, or any other mobile applications, while driving.

Cell phone distraction rates are alarmingly high. We hope with a little information, you'll make the right decision when you're on the road.

#### General Cell Phone Statistics

- The National Safety Council reports that cell phone use while driving leads to 1.6 million crashes each year.
- Nearly 330,000 injuries occur each year from accidents caused by texting while driving.

- 1 out of every 4 car accidents in the United States is caused by texting and driving.
- Texting while driving is 6 times more likely to cause an accident than driving drunk.
- Answering a text takes away your attention for about five seconds. Traveling at 55 mph, that's enough time to travel the length of a football field.
- Texting while driving causes a 400% increase in time spent with eyes off the road.
- Of all cell phone related tasks, texting is by far the most dangerous activity.
- 11 teens die every day as a result of texting while driving.

Keep your eyes on the road, not on your phone. That text, selfie, or Facebook update can wait- your life cannot!

# Health Corner for EMPLOYEES

## WHAT CAUSES DIZZINESS?

Dizziness is one of the most common symptoms that brings people in to see their primary care doctor, or to an ER or after-hours clinic. It can have a number of different causes. Some are fairly harmless or temporary, like not eating enough or eating too much. But it can also be a sign of a serious health problem like heart disease or stroke.

While dizziness can often be easily treated, patients have to work with their doctors to pinpoint the underlying culprit. A few possible reasons your world may be spinning:

1. Vertigo. Vertigo is the most common cause of dizziness. You feel spinning, swaying or tilting or like a room moving around you. It can come on with a quick change in position (from lying to sitting or standing) or even a simple change in head position. In either case, vertigo is caused by calcium particles in the inner ear shifting during movement. This wreaks havoc on your balance and makes it difficult to maintain your equilibrium.
2. Blood pressure dips. When blood is diverted away from your brain to support other bodily functions, including digestion, circulation, and even managing the body's natural stress response, dizziness can result. So it's not uncommon for patients with diabetes, hypertension and Parkinson's disease, to feel periodically lightheaded.
3. Low blood sugar. If you're not eating enough, your brain may not get the nutrients it needs to function optimally, and dizziness results.
4. Dehydration. Staying hydrated is key to maintaining your equilibrium. The body needs fluid to keep blood flowing to the brain. To make sure you get your daily due, drink at least two liters of water daily and load up on water-rich fruits and vegetables.
5. Chronic conditions. Psychiatric conditions, such as depression and anxiety, as well as heart and neurological conditions can also cause dizziness. When dizziness is accompanied by symptoms such as difficulty speaking, numbness or tingling in the hands and feet, or weakness in the arms and legs, stroke is always a concern. If you are having symptoms of stroke, call 9-1-1 and seek medical care immediately.

**SECRET SHOPPER SCORES**  
AUGUST 2017

Ann Arbor	97%
Clinton Township	100%
Dearborn Heights	97%
Eastpointe	91%
Royal Oak	100%
West Bloomfield	94%
Landscape	100%

## MANAGER & ASSOCIATE ANNIVERSARIES

### MANAGERS

8 Sean Matthews, RO

### ASSOCIATES

16 Melody Lindberg, RO  
14 Larry Kulpa, DB  
5 Tally Hayes, AA  
5 Rod Marshall, LC  
5 Sandy Szparaga, RO  
4 Jake Donia, AA  
3 Lisa Dashe, EP  
2 Jeff Stimet, WB  
1 Sarah Alatassi, LC  
1 Steven Brincat, RO  
1 Connor Haskin, CT  
1 Tristin Pickett, DB  
1 Mary-Mackenzie Pratt, WB  
1 Sean Sitton, LC

Determining the reason your world is spinning, or why you're feeling faint or lightheaded, depends in large part on how well you're able to describe what an episode feels like to you. Does the dizziness occur sporadically or is it constant? Does it happen on the heels of a specific trigger, such as eating (or not eating), sitting in certain positions, or standing up too quickly? How long does the sensation last and what happens over time? Know and listen to what your body is telling you.

## 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](mailto:jdarin@EnglishGardens.com) call Human Resources at (313) 278-5244 e-mail [ncook@EnglishGardens.com](mailto:ncook@EnglishGardens.com).  
For Landscape Company concerns call Rick Vespa directly at (248) 842-7159 e-mail [rvespa@EnglishGardens.com](mailto:rvespa@EnglishGardens.com) call Human Resources at (313) 278-5244 e-mail [ncook@EnglishGardens.com](mailto:ncook@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 ANN ARBOR –

*When we needed help with finding a particular plant, Shelly tried in every way to patiently assist us. She wore a genuine smile the whole time.*

### FROM CLINTON TOWNSHIP –

*Excellent hydrangea seminar. Zach was very knowledgeable and the seminar was well prepared. Excellent presenter. Cashiers were pleasant and knowledgeable too.*

### FROM DEARBORN HEIGHTS –

*Dillon helped with color combinations, plant care, and light (sun) requirements. He was amazing – very knowledgeable!*

### FROM EASTPOINTE –

*Elizabeth Johnson was very helpful, very polite, and did not rush to get rid of me. She explained very well about tree spray.*

### FROM LANDSCAPE –

*Valerie has continued to do a great job with making my landscape very attractive and function well. The crews are also very professional and work with Valerie.*