

Fresh from the Garden

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OCTOBER EVENTS

FREE SEMINAR

Plant Spring-flowering Bulbs
Saturday, October 6, 2018
10 a.m. • Five Main Stores

COLUMBUS DAY

Monday, October 8, 2018

EMPLOYEE APPRECIATION DISCOUNT DAYS *Enjoy 30% off*

October 11, 12, 25, 26, 2018

FREE SEMINAR

Indoor Herb Gardening
Saturday, October 13, 2018
10 a.m. • Five Main Stores

KID'S HALLOWEEN PARTY

Saturday, October 13, 2018
11:30 a.m. • Five Main Stores

HEALTH FAIR & HOLIDAY PREVIEW

Monday, October 15, 2018
3:30 p.m. - 9:15 p.m. • Royal Oak Store

NATIONAL BOSS DAY

Tuesday, October 16, 2018

MAKE IT & TAKE IT WORKSHOP

Create a Fall Tablescape
Thursday, October 18, 2018
7 p.m. • Five Main Stores

SWEETEST DAY

Saturday, October 20, 2018

FREE SEMINAR

Putting Your Garden to Bed
Saturday, October 20, 2018
10 a.m. • Five Main Stores

FREE SEMINAR

Holiday Decorating Ideas
Saturday, October 27, 2018
10 a.m. • Five Main Stores

HALLOWEEN

Wednesday, October 31, 2018



OBSERVATIONS Christmas is Coming!

by John Darin, President



It's October 1 – 86 days until Christmas!

I know you've been working on Christmas set-up for weeks now. It's exciting to see our stores transform into Christmas wonderlands.

The holidays are the second busiest season of our year. Customers visit our stores looking for beautiful Christmas trees, lights and decorations to make their holidays special. It's our job to help them with their "to-do" list and eliminate stress.

Our season officially kicks off on Monday, October 15 with our Holiday Preview. We gather everyone in the company in our Royal Oak store to see and hear about what's new. Our merchandising team puts together informative presentations on their product categories and our services.

This is a great opportunity to get inspired and hear first-hand why the buyers bought what they did. You'll learn about product categories throughout the store and perhaps pick up a few selling tips. It's also a time to meet people from other stores, the Landscaping Company and our corporate offices.

Plus, you'll get a great meal!

Be sure to bring your business card for a special raffle.

We are always interested in your feedback. Please feel free to email me or anyone on my team your thoughts and ideas to make this event more meaningful to you.

Looking forward to seeing everyone on the 15th!

PS: October is a good month to finish reviewing the Sell for Success Training Cards before the busy season. Talk to your manager for more information.

John Darin

SELL FOR SUCCESS: OCTOBER 2018

5 EASY WAYS TO UPSELL AT YOUR RETAIL JOB WITHOUT BEING TOO PUSHY

You've probably dealt with pushy retail salespeople before.

The ones who make you feel uncomfortable because they keep asking you to buy stuff even though you've said you're not interested more than once.

You know what I'm talking about, right? Perfect, you know how it feels and you know that it usually sends people searching for the nearest exit.

So, if you work in retail, don't be anything like that.

The challenge is that store management expects you to sell more products, maintain certain performance metrics and put more cash into the store's till. You can do this without begging customers to buy and spend more by offering them related products or services.

The guy taking your order at the drive-thru does this all the time by asking you if you'd like fries with your hamburger. Most of the time you say no. But sometimes, you say yes. That's how you get people to buy and spend more. It's called up-selling.

Effective up-selling requires patience, detailed observation, resilience and some skill.

Get a few more dollars out of your customers by following these five up-selling tips:

1. GET THEM TALKING

People love talking about themselves. Usually, the better the conversation, the longer a customer stays in the store, the more they tend to spend and the greater the chance they'll become a repeat customer.

Conversation helps build a relationship, showcases your product knowledge and makes the customer feel like you're their friend instead of a salesperson. How, though?

2. ASK OPEN-ENDED QUESTIONS

Get your customers talking by asking them open-ended questions. You don't want their response to be "yes" or "no" because you can't learn anything about them, how they plan to use the product or how much they're able to spend.

This process will reveal products or services that the customers didn't intend to buy.

If you're selling garden tools, for example, try asking questions like:

- What are you planning to use your tools for?
- How much are you willing to spend?
- Tell me about your current garden tools.
- Do you have any qualities that are more important to you? Any bending, standing, handling needs or restrictions?
- How do you normally store your garden tools and supplies?

3. SUGGEST PRODUCTS YOUR CUSTOMERS NEED

The answers to your open-ended questions will help you suggest products the customer might need to solve a problem they expressed during your conversation. If you're suggesting a more expensive product than the one they came to the store to purchase, always explain its features, benefits and why this product is better suited to fulfill their needs.

Not every up-selling story has a happy ending. How you handle rejection can send a message to the customer about how genuine your recommendations really were.

4. WALK CUSTOMERS TO THE CHECKOUT COUNTER

The pathway you take to the checkout counter can present up-selling opportunities too. If you're helping a guy with a patio furniture set, walk him through the accessories department before going to the counter.

The opposite goes for a female shopper. Offer a shopper who is purchasing live plants some hard goods products and garden pharmacy products too. See how up-selling works? If you don't ask, you don't know.

5. CLOSE THE SALE THE SAME WAY YOU STARTED IT

Remember how bubbly and friendly you were when the customer walked into the store? Act the same way throughout the entire transaction, tell them your name and remember to thank them for shopping and invite them to return before they leave



WELLNESS CORNER

HOW TO PICK PRODUCE

This is a great time of the year to visit some of our local farmer's markets, or try something new in the produce aisle at your local grocery store.

But once you get there, how do you know what to select and which fruits and vegetables are really fresh and will taste great.

Here are a few tips to help you out:

Know what's in season and buy local when you can. The less distance food has to travel, the quicker it goes from the field to your plate, which will help keep its peak nutritional value. Seasonal produce is less expensive, too. Some fruits and vegetables currently in season include:

Apples	Turnips	Pears
Beets	Zucchini	Plums
Broccoli	Lettuce and	Radishes
Cabbage	Greens	Squash
Carrots		

Produce should look colorful. Whether your fruits or veggies are supposed to be green, red or orange, the colors should be vibrant.

The skin should be blemish-free: no discolorations, pits, cracks or wrinkles. Produce should be moist, but not moldy. Leaves, stalks and stems should look crisp, not droopy. Fresh produce should always have a fresh smell.

Add color to your world and your plate with fresh produce. Pick up something you've never tried before and be adventuresome! Add it to yogurt with cinnamon and honey to make a smoothie. Or, just wash and cut it up for a quick snack.

One last tip, it's best to use fresh produce immediately. There is no point in handpicking the freshest, most colorful and flavorful fruits and vegetables only to have them go bad in the refrigerator or on the counter.

And remember, fruits and vegetables are zero points at Weight Watchers. So take advantage of the season to get healthy and try something new.

- Love, love, love,

Florine Mark

GREETINGS

from the Landscape Company

PROFESSIONALS DOING EXTRAORDINARY WORK

The Landscape Company has enjoyed a good year thus far, and we look forward to continuing that through the 4th quarter!

We owe much of our success to the hard work of all store associates. The leads we receive from you truly fuel our success, and we ask you to continue promoting 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. Since we begin installation of these projects in October, we have more time before Thanksgiving to install holiday work for new clients!

This month, the Landscape podiums in the stores will have both holiday and landscaping lead sheets. For any interested customers, please assist them in properly filling 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 everything during this fast-paced season, and with all the

correct information, we can guarantee customers that we will contact them 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 15, 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.

FALL RECIPES

Fresh from the Kitchen

PUMPKIN CHEESECAKE BARS

Ingredients

For the Cream Cheese Topping

- 8 oz. cream cheese
- 1 cup sour cream, at room temperature
- 2 tbsp all-purpose flour
- 2 tbsp granulated sugar
- 1 tsp pure vanilla extract
- 1/2 tsp kosher salt

For the Pumpkin Spice Blondies

- 1 cup (2 sticks) unsalted butter, melted, plus more for the pan
- 2 1/2 cup all-purpose flour, spooned and leveled
- 2 tsp pumpkin spice
- 1 tsp kosher salt
- 1 1/2 cup packed light brown sugar
- 1 large egg
- 1 tsp pure vanilla extract
- 1 15-oz. can unsweetened pumpkin purée

Directions

Make the Cream Cheese Topping:

Microwave the cream cheese in a medium microwave-safe bowl in 15 second bursts, stirring until smooth but not hot. Whisk in the sour cream, flour, sugar, vanilla, and salt until smooth. Set aside while you make the blondies.

Make the Blondie Base: Preheat oven to 350°. Butter a 9"-x-13" pan and line with parchment, leaving a 2" overhang.

In a small bowl, whisk flour, pumpkin spice, and salt until well combined.

In a separate large bowl, whisk together butter and brown sugar until smooth, then whisk in egg and vanilla. Scrape the sides and bottom of the bowl with a rubber spatula. Whisk in pumpkin purée and scrape the sides down again, then whisk in the flour mixture until no streaks remain.

Reserving about 1/2 cup of the blondie batter, spread batter evenly in the prepared pan. Spread the cream cheese topping over the blondie batter, leaving a 1/2" border. Dollop reserved blondie batter on top, then use a chopstick, butter knife, or toothpick to swirl the blondie batter and cream cheese layers together. Be careful not to over mix—the idea is to get pretty swirls of the two without combining them too much.

Bake the blondies until a toothpick inserted in the center comes out with just a few crumbs, 45 to 50 minutes. Let cool completely in the pan, then cut into bars and serve.

Prep Time 25 mins

Total Time 1 hour 15 mins

Yields Serves 16

From delish.com



HEALTHY SPICED PUMPKIN, YOGURT & GRANOLA PARFAIT

Ingredients

- 3/4 cup canned pumpkin (not pumpkin pie mix)
- 1 tsp agave nectar
- 1/2 tsp ground ginger
- 1/4 tsp ground cinnamon
- 1/4 tsp ground nutmeg
- 3/4 cup nonfat plain Greek yogurt
- 1 cup granola (your favorite kind)
- Additional agave nectar, if desired

Directions

In a medium-sized bowl, mix together the pumpkin, agave nectar, ground ginger, cinnamon and nutmeg until combined.

In two small glasses or bowls, scoop some of the pumpkin mixture into the bottom.

Layer with the Greek yogurt, granola, agave nectar, and more of the pumpkin mixture.

Prep Time 10 mins

Total Time 10 mins

Yields Serves 2

From cookincanuck.com





Benefits Corner for EMPLOYEES

20 MORE REASONS TO USE LEGALSHIELD

Unexpected legal questions arise every day, and with LegalShield on your side, you'll have access to a quality law firm for covered personal situations, even 24/7 for emergency situations, no matter how traumatic or how trivial they may seem. Because our dedicated law firms are prepaid, their sole focus is to serve you, rather than bill you.

Here are 20 reasons to use legal shield.

1. You need child support enforced.
2. A friend owes you money and files bankruptcy.
3. A caller demands money or damaging information will be released.
4. Your car is damaged by a hit-and-run driver.

5. You accidentally back over a neighbor's garbage can.
6. A hairdresser damages your hair with harsh chemicals.
7. Your car is repossessed unjustly.
8. You are subpoenaed or served with legal papers.
9. You are called to jury duty.
10. Your long drive off the tee injures another player.
11. You need your lease agreement reviewed.
12. Your son is injured in a football game.
13. A neighbor trips over a rake in your yard.
14. A jeweler sells you defective merchandise.
15. A car dealership gains illegal access to your credit history.
16. You are hit by a bottle at a baseball game.
17. A friend falls down your stairs and sues you.
18. You need help with credit card liability resolution.
19. You are injured when you slip on a wet floor in a public building.
20. Your livestock trample a neighbor's garden.

For more information, contact an Independent Associate:

Tracy Stanton Katz
tracykatz.wearelegalshield.com
tracykatz@legalshieldassociate.com
 248.225.9407

SECRET SHOPPER SCORES

AUGUST 2018

Clinton Township	62%
Dearborn Heights	97%
Eastpointe	100%
Royal Oak	100%
West Bloomfield	71%
Landscape Company	100%

CONGRATS!

Lia Irizarry (RO)

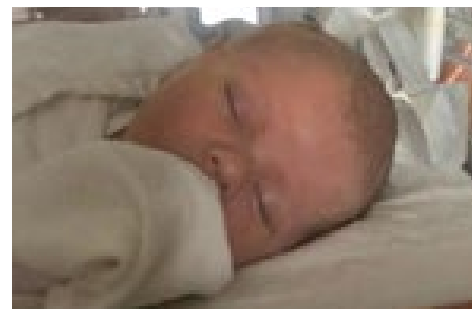
WELCOME BABY Andre!

Please join us in congratulating Lia Irizarry and her family for their newest addition.

Little bundle of joy

Andre Ernest Burger

Born 8.26.18



THEY TOLD US!

from our Customers

FROM CLINTON TOWNSHIP –

My cashier was very helpful and friendly!!

FROM DEARBORN HEIGHTS –

Colleen S. is exceptional! I have had the good fortune to work with her a couple of times as I search for patio furniture. She's knowledgeable and friendly. Keep her!

FROM EASTPOINTE –

I have been a loyal customer for some time. I want to recognize Mary as an exceptional sales lady. She is the standard against which others can be measured. It is a pleasure to be her customer!

FROM ROYAL OAK –

This store has the best delivery driver. She's so nice and is professional and polite. I will keep my business with English Gardens because of the amazing customer service.

FROM WEST BLOOMFIELD –

Johnny Darin and Nick Banks are employees you can only dream of having if you own a business. They are polite, joyful, kind, extremely knowledgeable and happy. They are the reason I shop at English Gardens!!

FROM LANDSCAPE –

I am quite thrilled with how everything turned out!! I enjoyed working with James very much. I expect to have more work done in the very near future. Thank you!

MANAGER & ASSOCIATE ANNIVERSARIES

MANAGERS

9 Sean Matthews, RO

ASSOCIATES

15 Larry Kulpa, DB
 6 Rodney Marshall, LC
 4 Juan Esparza, LC
 2 Sarah Alatassi, LC
 2 Sean Sitton, LC
 2 Steven Brincat, RO
 2 Connor Haskin, CT
 2 Tristin Pickett, DB
 1 Alaa Osman, DB
 1 Christine Forton, WB
 1 Samuel Baur, EP
 1 Taylor Lease, EP

