



Push Mower Selling Tips

LESSON OBJECTIVE: Learn the basic features of a lawn mower and answers to some questions your customers might have on mowing their lawns.

ESTIMATED COMPLETION TIME: 3 minutes for the video. Use the "Additional Discussion" section for a longer lesson.

HOW TO USE: View the video. If you wish to spend additional time, use the discussion guide below.

SUMMARY OF POINTS FROM THE VIDEO:

Selling Tips: Here are some questions to ask customers to figure out what kind of lawn mower they need.

- How much are you mowing? Larger mowers will be better for larger lawns.
- Do you want a drive system or a manual mower? There are four different drive types:
 - Front-wheel drive—Provides power to the front wheels. Good for level lawns.
 - Rear-wheel drive—Provides power to the back wheels and more traction at the center of the mower. Good for hilly lawns.
 - All-wheel drive—Provides power to all four wheels. Good for hilly and level lawns.
 - No-wheel drive—which is a price-point mower.
- Do you bag or mulch? Different mowers will have different features:
 - Bag—The mower discharges grass clippings into a bag, requiring the user to empty it frequently.
 - Mulching mower—The mower does not discharge grass clippings. Instead, special cutting blades cut the grass into fine clippings, which fall back onto the ground as mulch.

Mowing Tips: Here are some tips for keeping the grass healthy.

- Mow often, as soon as the grass grows $\frac{1}{4}$ inch.
- Don't always mow in the same direction.

ADDITIONAL DISCUSSION: The above points for selling a lawn mower are general. Discuss the key features of your store's brand of mower.

- What are some other questions you frequently hear from customers when they come in to buy a mower? Have employees share questions so everyone can learn.
- What are some other questions customers ask about mowing their lawns? Have employees share questions so everyone can learn.

ADDITIONAL TRAINING: Have employees take the Lawn & Gardening department of NHPA's Basic Training Course in Hardware Retailing. See chapter 2 for the modules on outdoor power equipment. It's available for NHPA members at www.yournhpa.org.