

Tips for Selling a 4-Step Lawn Care Program

LESSON OBJECTIVE: Review some basic product knowledge your employees can use to get ready for customers purchasing a 4-step program to care for their lawns this spring.

ESTIMATED COMPLETION TIME: Approximately 3 minutes for the video. Use the Additional Discussion section to spend more time on this topic.

HOW TO USE: Play the video, then have a discussion time to answer questions and discuss your own product line.

SUMMARY OF POINTS FROM THE VIDEO:

- The size of the customer's yard will determine the size of bag to sell.
- Suggest the customer buy all four steps at once.
- The first step usually prevents crabgrass from germinating.
- If the customer needs to fill bare spots in the lawn, suggested a 4-step program designed for seeding.
- Suggest the customer purchase a hand-held spreader for smaller yards.
- Suggest the customer purchase a broadcast spreader for larger yards.

FOR FURTHER DISCUSSION:

- What are some of the other questions you might ask customers purchasing a 4-step program?
- What 4-step program does your store sell and what are some of the key points you need to know to sell it effectively?
- If your manufacturer offers any discounts for buying all four steps at once, discuss those now.

ADDITIONAL TRAINING: Take the Lawn and Garden portion of NHPA's Basic Training Course in Hardware Retailing to learn more about lawn care products.