

# LANDSCAPES 2020

»» THE VIRTUAL  
EXPERIENCE

OCTOBER 20-22, 2020

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NATIONAL  
ASSOCIATION OF  
LANDSCAPE  
PROFESSIONALS



# What Do You Really Sell?



Positioning Your Product Or  
Service To Provide Value  
& Increase Profit

**Harvester Chris Darnell**

# PROFESSIONAL BACKGROUND



- 15+ Years in Sales & Marketing
- AT&T, Medical, Retail, Commercial Landscaping
- Closed just under 1.3M in a year at commercial landscaping company. Maintained a 29% increase during tenure at the company.
- Almost 3 years with the Harvest Group.

# SO WHAT DO YOU REALLY SELL?



- When a perspective client asks you what you do or sell, what is your response?
- Who do you sell to?
- What makes you different than your direct competitor?
- What are you doing that can be used to better brand the services you provide with more value?
- How to adapt your messaging to close more sales by leveraging specific value to the client you are working with.

# WHEN SPEAKING WITH A PERSPECTIVE CLIENT, WHAT DO YOU TELL THEM YOU SELL?

- Landscaping
- Landscape Maintenance
- Irrigation
- Design/Build
- Landscape Enhancements
- Lawn Treatments
- Snow Removal



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THESE ARE SERVICES YOU  
OFFER, BUT NOT WHAT YOU  
SHOULD BE SELLING!

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*So What Do You Really Sell?*



The first major question to answer about your company...

**Who do you sell to or who is your target client?**

*So What Do You Really Sell?*

*Who do you sell to?*



So much of how you develop your sales message depends on who you are selling to!

- Residential vs Commercial
- Residential vs Luxury Residential.
- Commercial – Facility Managers, Business Owners, Property Managers, HOA's
- Types of Facilities – Office, Industrial, Senior Living, Banking, HOA and many, many more!

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*So What Do You Really Sell?*



The Next Question IS

**What Matters To Them?**

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*So What Do You Really Sell?*

*What matters to them?*



Now that you know who you are selling to...  
what matters to them?

- Think of what matters to them. What is their issue? How will you tailor your plan to sell to them specifically?
- New Contract Sales – What matters to them?
- Upsales – What matters to them?
- Renewals – What matters to them?

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*So What Do You Really Sell?*



Of Course They Will Want To  
**Know What Verifies That You Are The Best  
Choice**

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*So What Do You Really Sell?*

## *Authority & Verification*



You're competing for their business. So what about your business make them want to choose you?

- Your Website
- Google Reviews
- Digital Presence
- Better Business Bureau Rating
- Testimonials
- Galleries of Completed Projects
- References from satisfied clients
- Certifications
- Association Memberships – NALP, ISA, Local Associations
- Anything else that builds confidence in your abilities.

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*So What Do You Really Sell?*



What Can You Do To  
Leverage Things That You Are Already  
Doing To Include More Value?

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*So What Do You Really Sell?*

*Tailor Your Message*



## You Know What Matters To Them... You Need To Update Your Message.

- Identify tasks and services that you are already doing that can be branded.
- Create new processes that will provide extra value to your clients.
  - Improved Communications
  - Extra Quality Processes
- Leverage specific processes that will help them with their daily tasks.
  - EX. Security check process for senior living facility with memory care residents.

*So What Do You Really Sell?*



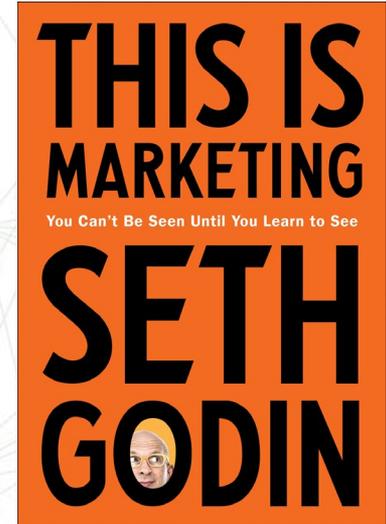
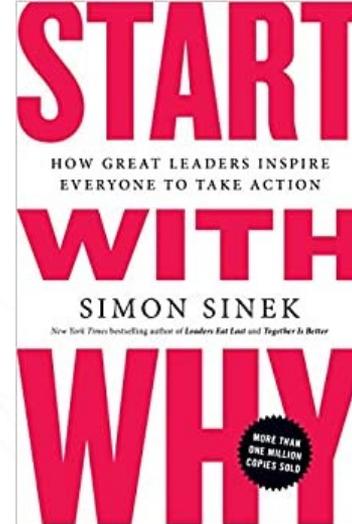
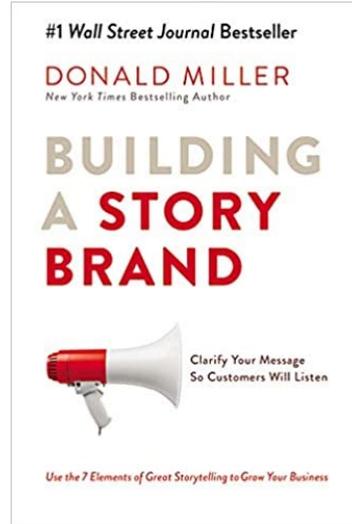
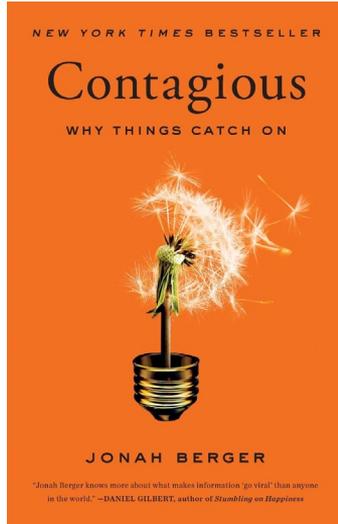
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# So What Do You Really Sell?

# Recommended Reading



## *So What Do You Really Sell?*

## *Recap*



1. What Do You Really Sell? Don't be a commodity..... Add value!
2. Target and understand the market you are going after.
3. Understand their challenges and the plan you have to help them with those challenges.
4. Know what truly makes you different from your competitors. You must have an edge that they can't say they have.
5. Make it easy for them to be able to verify that you are the best option.

# KEY TAKEAWAY: IF YOU REMEMBER ONLY ONE THING FROM THIS SESSION...



Take time to think through who is your target client and developed a high value and personalized message that they can identify with.

*So What Do You Really Sell?*

Questions??



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