

WORKSHOP AGENDA

GROW YOUR LANDSCAPE BUSINESS

Putting Great Ideas to Work, with Jeffrey Scott

MORNING

Recruiting and hiring for success in 2017

- Find and hire better field, management, office, and sales staff.
- Onboard new employees to maximize productivity.
- Engage all your people to adopt new ways of doing things.
- Use incentive systems that are objective, win-win and drive results.

Sales growth: margins, volume, and efficiency

- Develop a sales process that differentiates you from the competition.
- Increase your closing ratio, and sell at higher margins.
- How to pay your sales staff properly and determine how much they should sell.

LUNCH INCLUDED

AFTERNOON

Systems, metrics and KPIs

- Put systems into place to ensure efficiency and accountability.
- What numbers and metrics (KPIs) should you be looking at, and how often.
- How to determine what systems are needed to produce accurate numbers.

Ensure accountability and performance

- The secrets to creating a culture of accountability using goals, expectations, and results.
- How to protect, leverage and manage your time to ensure your changes gain traction.
- How to properly deal with non-productive employees who won't change.