

THE 5 D'S OF SUCCESSFUL SALES

Jody Shilan, MLA
www.FromDesign2Build.com

Landscape Ontario
Congress 2012

How to Successfully Design and Sell in the DB Environment

WELCOME



THE BIG FLOOD













CUSTOMERS WANT TO BUY!

“Homeowners are looking for someone who can offer them advice and options; be proactive in showing varied concepts, and be creative with options,” said Raboine. When surveyed after project completion, many homeowners say they would have spent more if their contractors had shown them more options.

info@FD2B.com

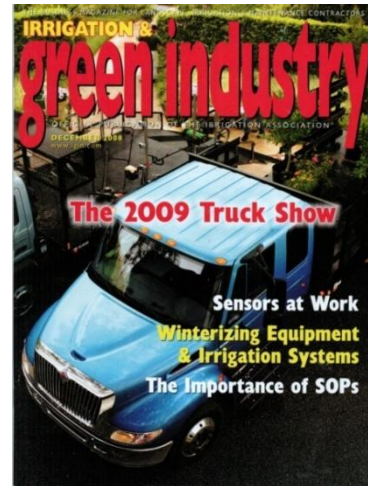
- Copy of Power Point Presentation
- Subject - Landscape Ontario
- Phones on Vibrate
- Free Prizes



MY BACKGROUND

- Green Industry for 30+ years
- BSLA, Cook College, Rutgers University
- MLA, University of Massachusetts
- President of the New Jersey Landscape Contractors Association (NJLCA)
- Sold over \$30,000,000 D/B/I work
- Editor of www.FromDesign2Build.com
- Design/Build/Sales Coach and Consultant

MAGAZINES ARTICLES AND COLUMNS



LAWN AND LANDSCAPE

PRO MAGAZINE

PLANET ADVANTAGE

LANDSCAPE MANAGEMENT

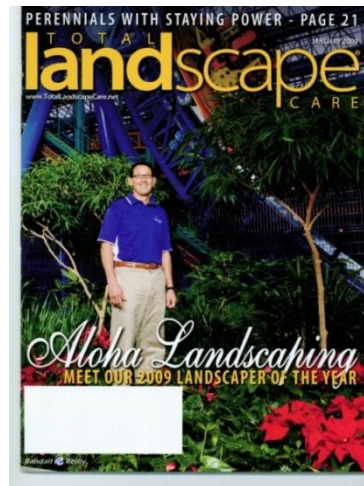
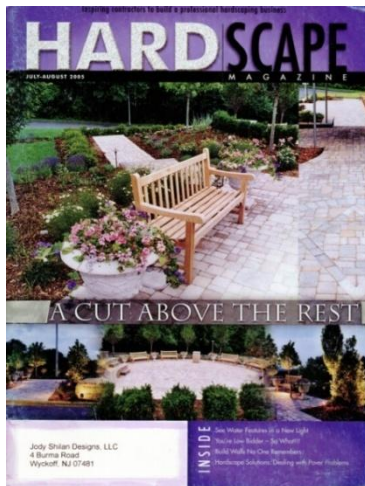
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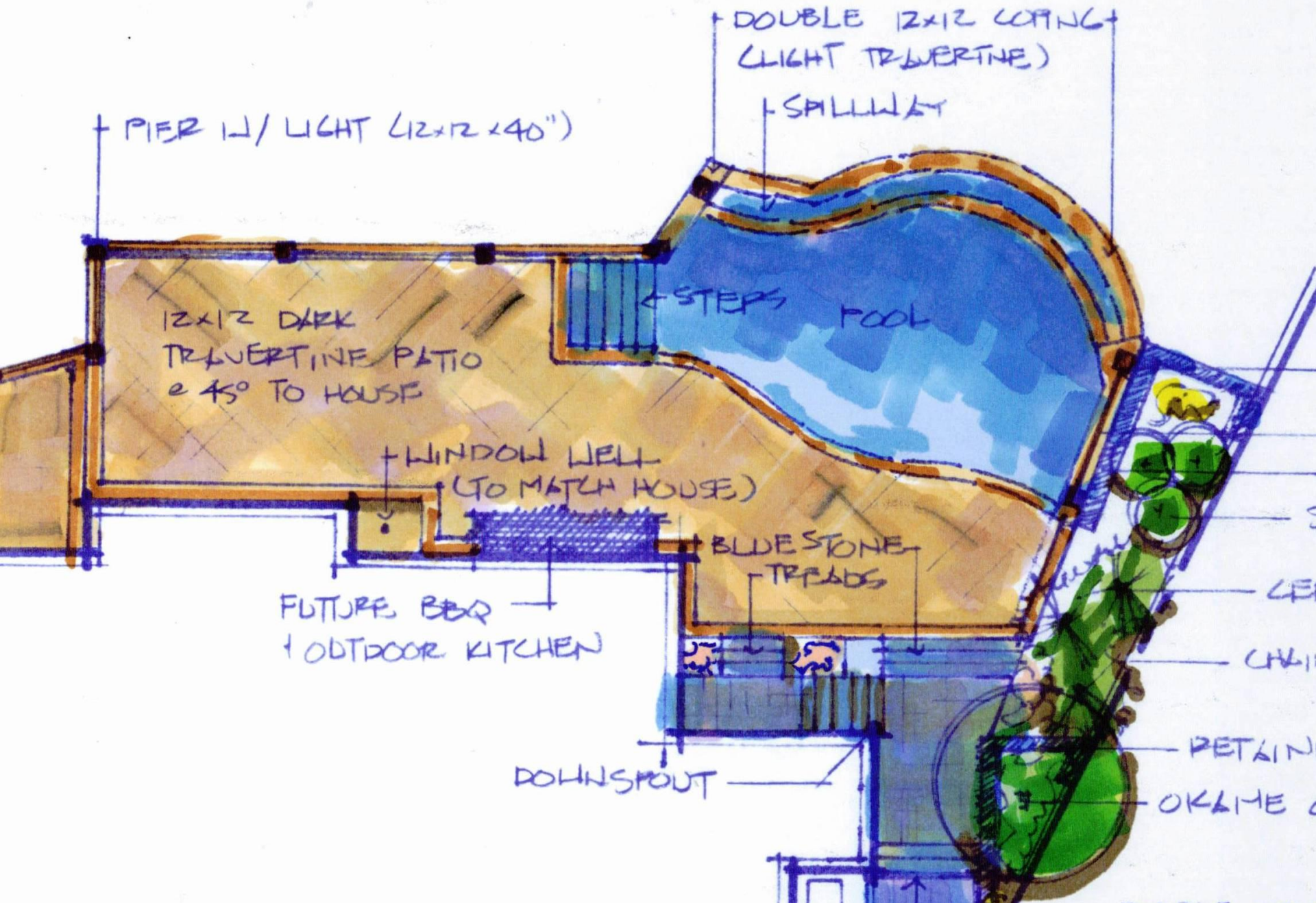
Coffee Break

THE JERSEY SHORE



RH NEW JERSEY





DOUBLE 12x12 COPING
(LIGHT TRAVERTINE)

SPILLWAY

PIER 1 1/2 LIGHT (12x12x40")

12x12 DARK
TRAVERTINE PATIO
@ 45° TO HOUSE

STEPS POOL

WINDOW WELL
(TO MATCH HOUSE)

BLUESTONE
TREADS

FUTURE BBQ
+ OUTDOOR KITCHEN

DOWNSPOUT

RETAINING

OKAME



DID YOU KNOW...

- When asked for a business card by a potential client, more than 50% of Landscape Contractors do not have one available. Which half are you?



- Let's find out!



MORE THAN JUST A PRETTY PICTURE

- A landscape plan is:
 - design tool
 - sales tool
 - estimating tool
 - phasing tool
 - production tool
 - layout tool



WHY YOU NEED TO USE A PLAN

- Build relationships
- Landscape plans create excitement
- Increase Sales
- Raise your prices
- Attract “High End” clients
- Produce a better product
- Have Less competition (yes less competition)
- Write proposals faster

PROPOSAL

- キャシー、
- 少年たちの学校は、**Triple Z Landscapes, LLC proposes** 6月の第4回のうち入手し、それらを再度、8月17日前後に開始されます。我々は、学校のカレンダーで約3週間前にしています。我々は6月下旬、7月上旬に旅行を探している。種の私の誕生日**PAVER PATIO** 7月1日前後。マットのフットボールシーズンの最後のヌヘンリー週7月にも開始されます、そして彼のための利用できるようにする必要がありますと彼はこのサッカークラブの新機能です。
- 私は、マット4月5日**BOXWOOD** 彼の春休みを利用している - 第9回知っている。私はかなり他の2つを行うのも確信しています。場合は、スキーを決定する我々は非常に簡単に皆さんに参加できます。あなたが暖かいのロケールを考えていますか？太陽とビーチ？;) だけで決定する日たちを維持する。私たちは春休みのために何を計画されません。繰り返しますが**TOPSOIL** 我々に皆さんを計画して、**MULCH** 我々は我々のスケジュールで作業をしようとする聞かせください。良いものがあります。

私も加えて知っている
抱擁するすべての
カリン

TOTAL \$43,850.00

WHICH WOULD YOU CHOOSE?

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良いものがあります。
私も加えて知っている
- 抱擁するすべての
カリン

TOTAL \$43,850.00



THE 5 D'S TO A SUCCESSFUL SALE

- 1. **D**evelop the Program
- 2. **D**etermine the priority
- 3. **D**iscuss the Budget
- 4. **D**esign the Dream
- 5. **D**o the Deal

DEVELOP THE PROGRAM

IF THEY COULD DO ANYTHING THEY WANTED TO...

- Walk the property(first)
- Let them dream big
- Actively listen
- Ask questions
- Use their words
- Subtly reverse roles



DETERMINE THE PRIORITY

STAGES AND PHASES

- What is their first priority?
- Does everybody agree?
- Is it logical?
- Whenever possible, choose complete projects.



DISCUSS THE BUDGET

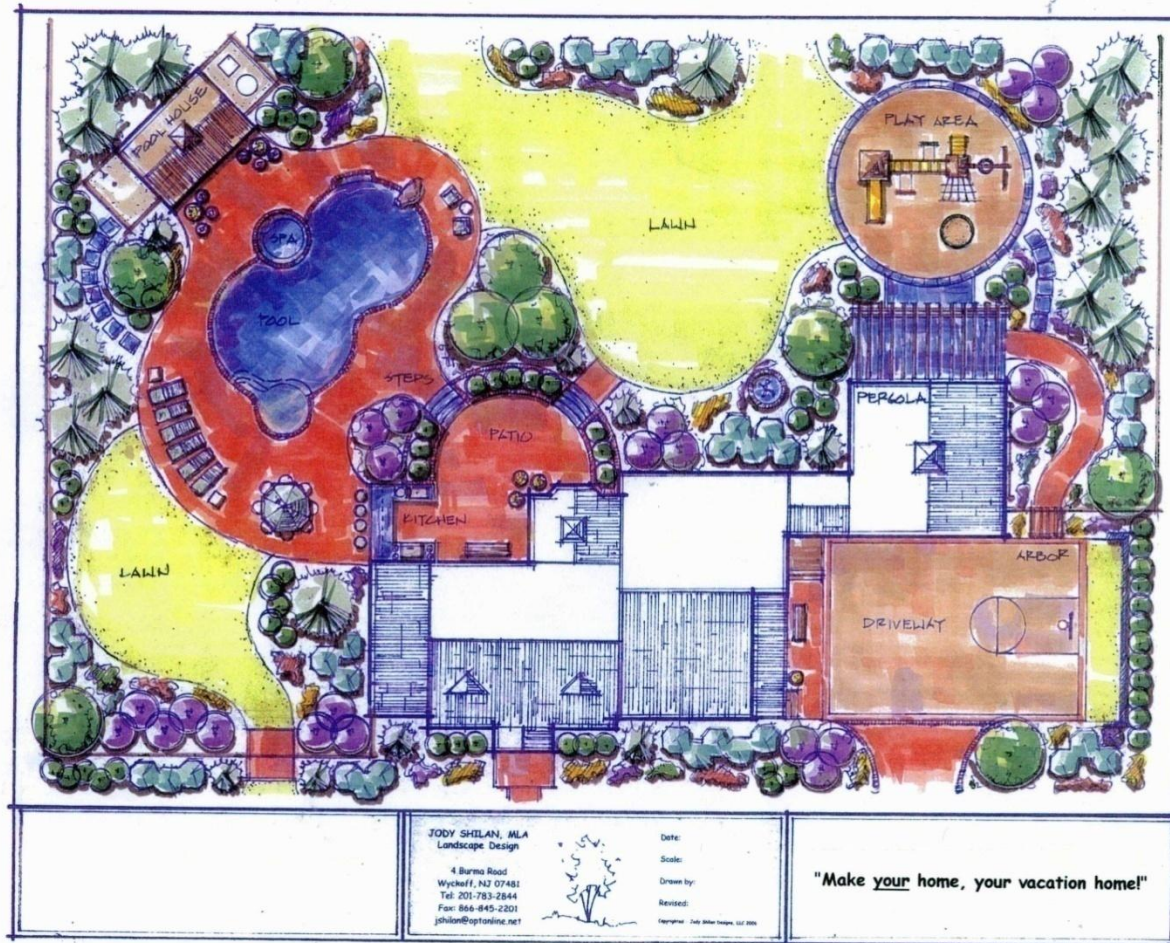
YES THEY HAVE ONE

- Yes you need to get it
- The layout is the layout
- Material selections
- Plants do grow
- Always options



DESIGN THE DREAM

IT'S ONLY PAPER (FOR NOW)



TROPICAL ISLAND GET-A-WAY



Ya' Mon



DO THE DEAL

WALK IN THE PARK

- Natural succession
- Review everything
- No possible excuses
- No TIO opportunities
- Signed, Sealed, Delivered



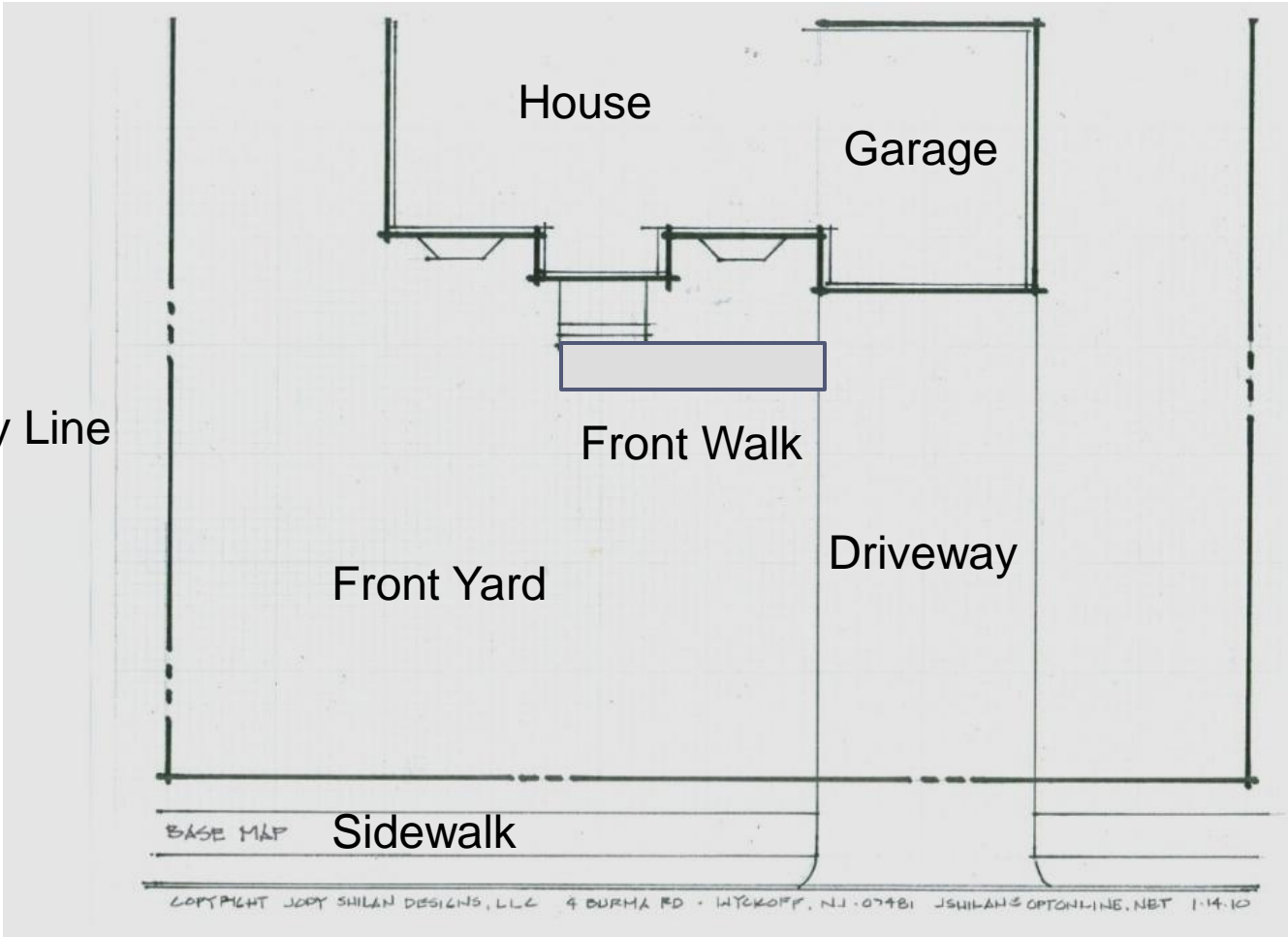
EVERYBODY GETS THE SAME LEADS!

It's what you do with those leads that determines whether you will get some work, no work or a great installation project.

Jody Shilan

REPLACE FRONT WALK

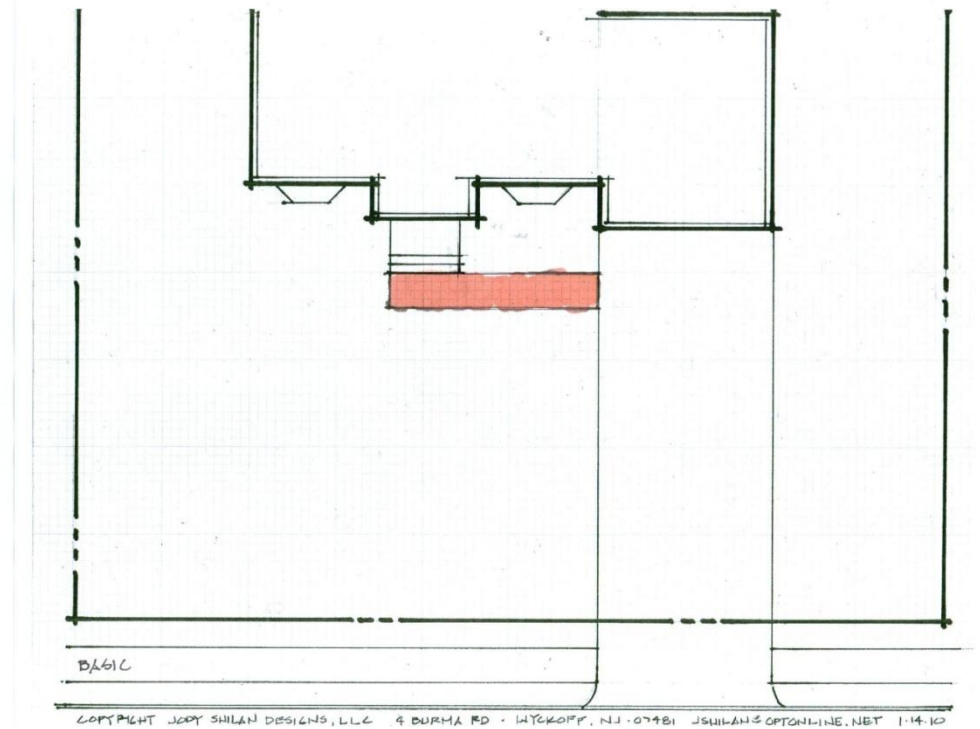
Property Line



PLAN VIEW

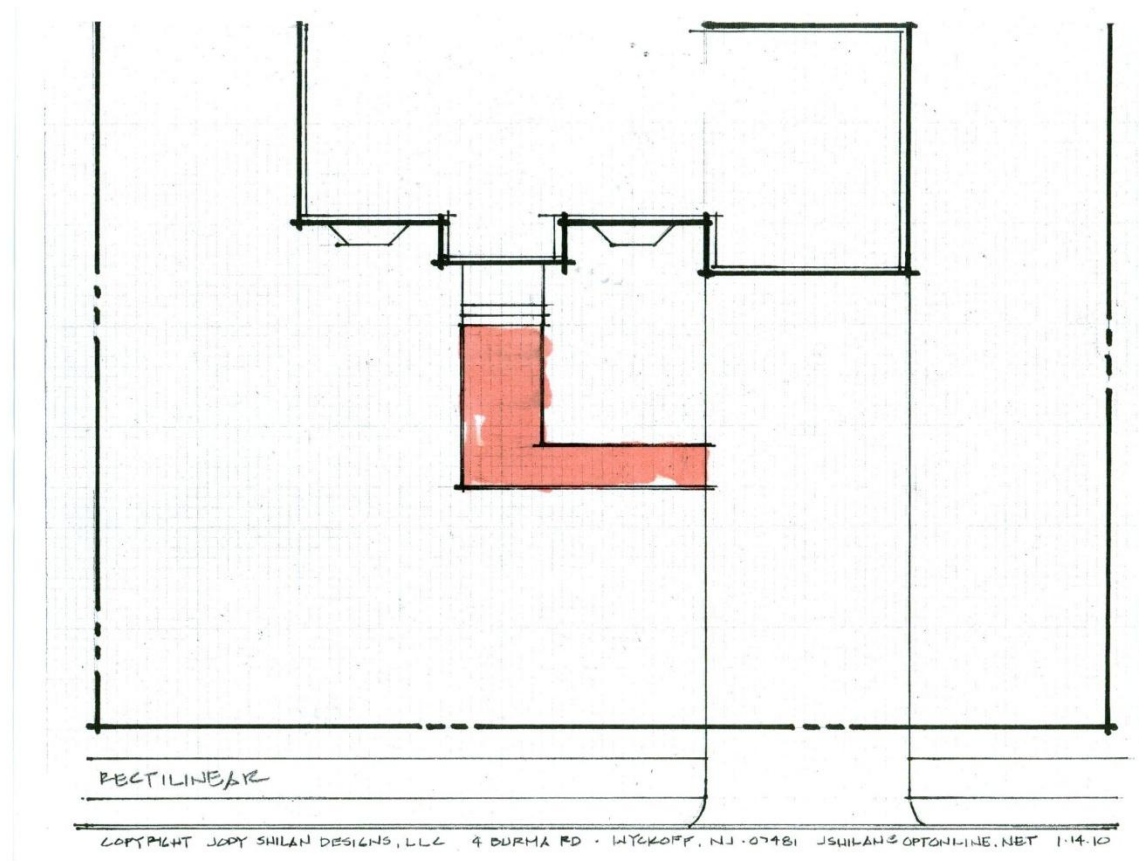
TYPICAL CONTRACTOR

- No problem
- Which Paver?
- What Color?
- What Pattern?
- \$12.50 SF



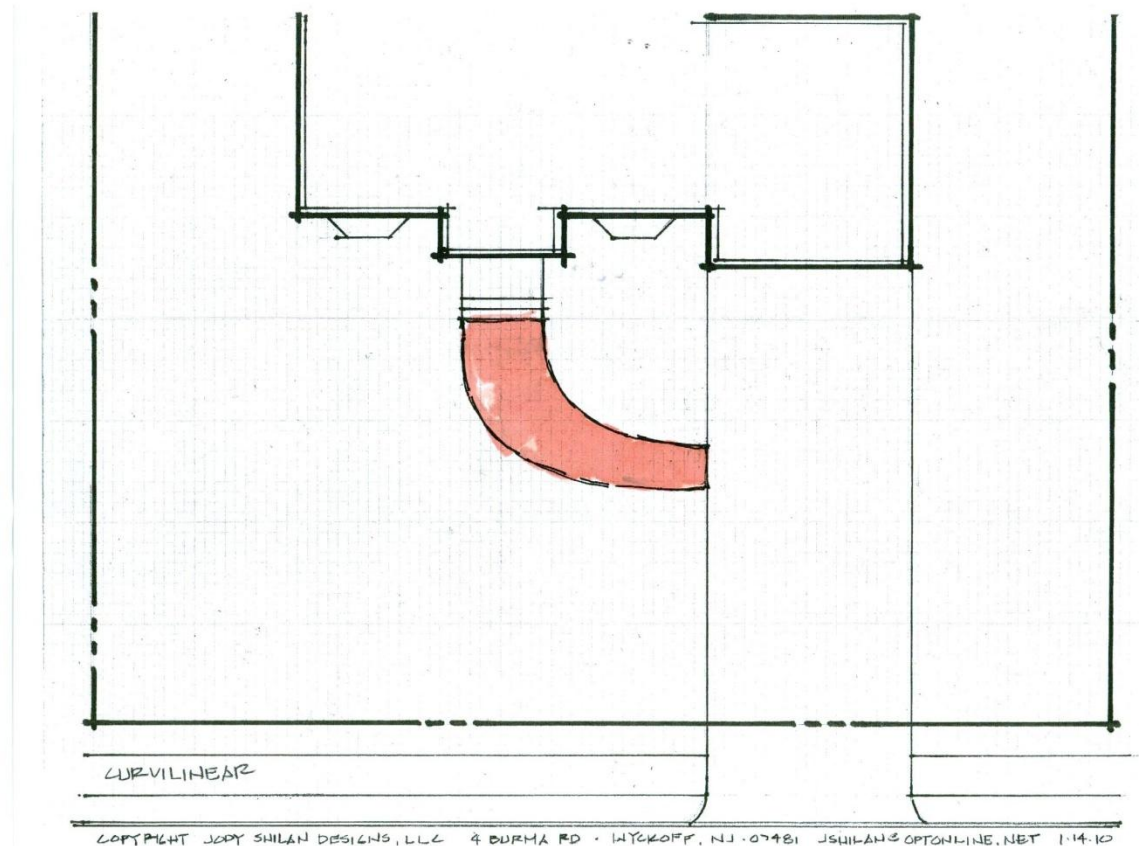
SIMPLE DESIGN

- **Rectilinear**
- Curvilinear
- Diagonal
- Free Form
- Combination



SIMPLE DESIGN

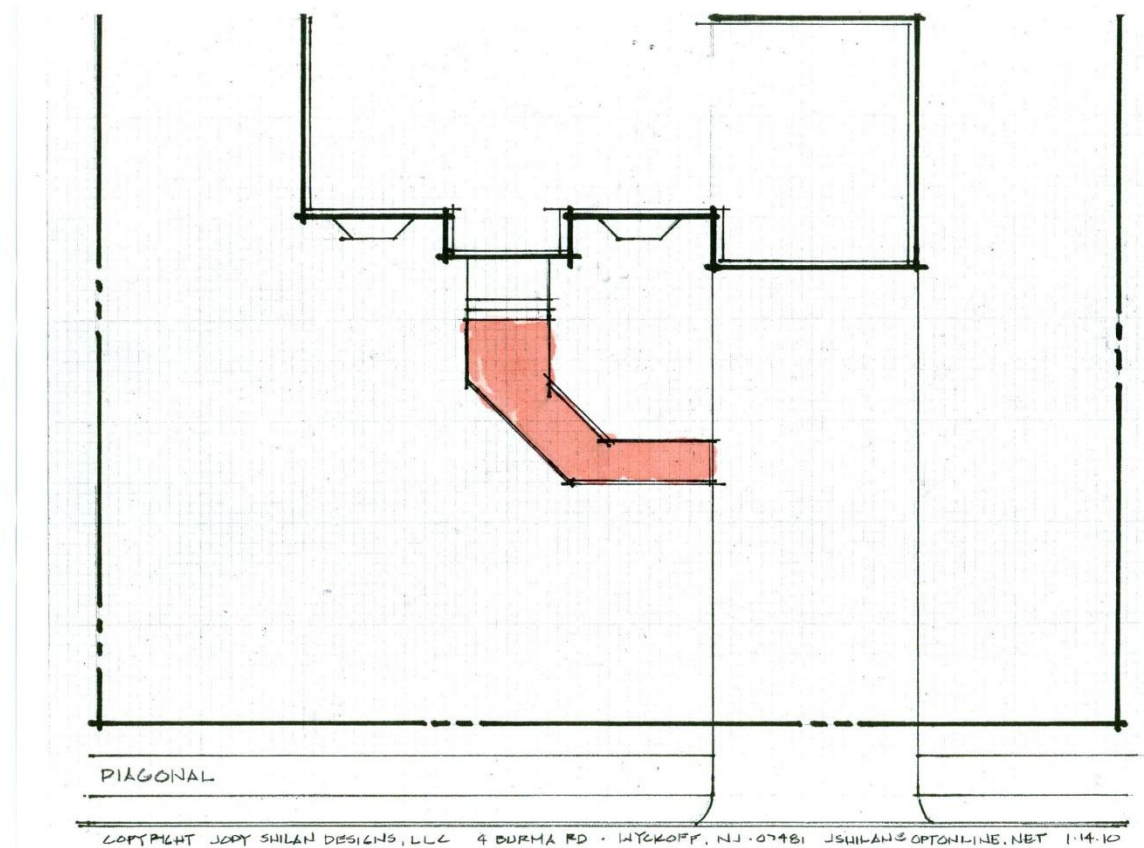
- Rectilinear
- **Curvilinear**
- Diagonal
- Free Form
- Combination



SIMPLE DESIGN

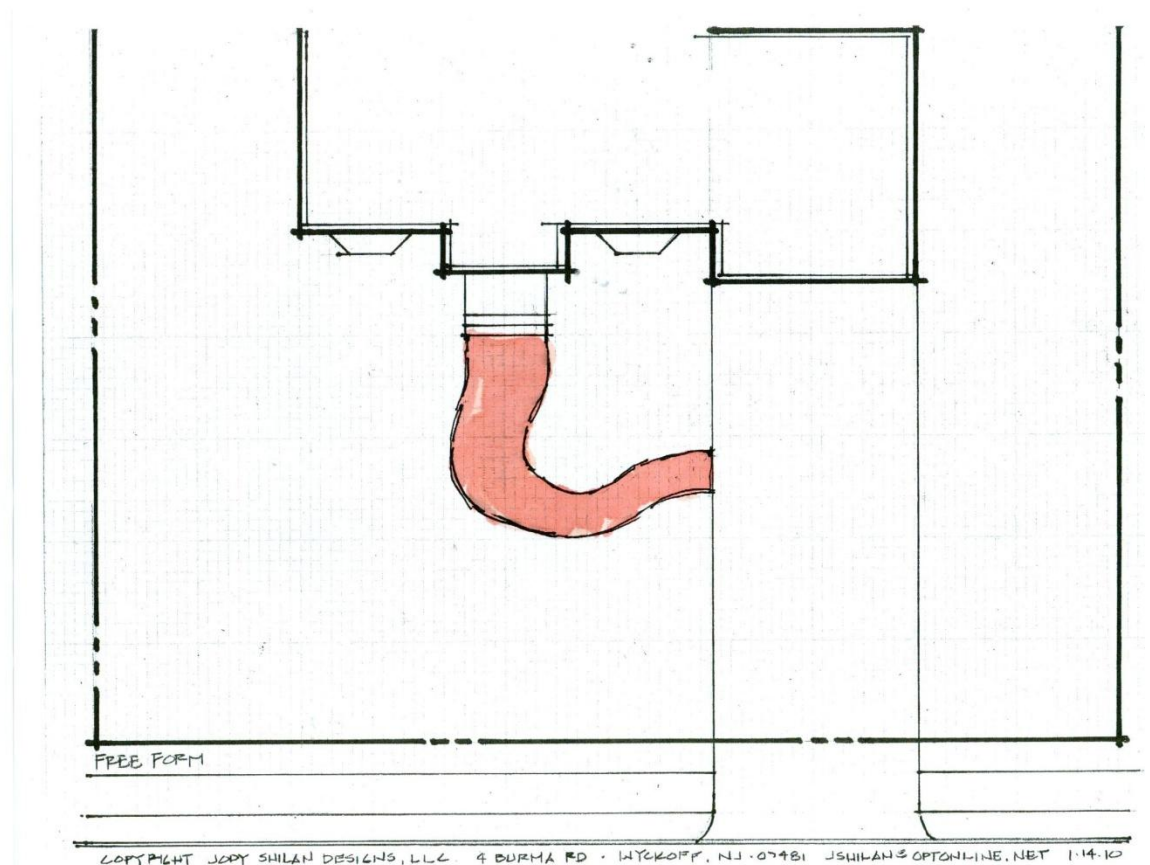
▣ One Concept

- Rectilinear
- Curvilinear
- **Diagonal**
- Free Form
- Combination



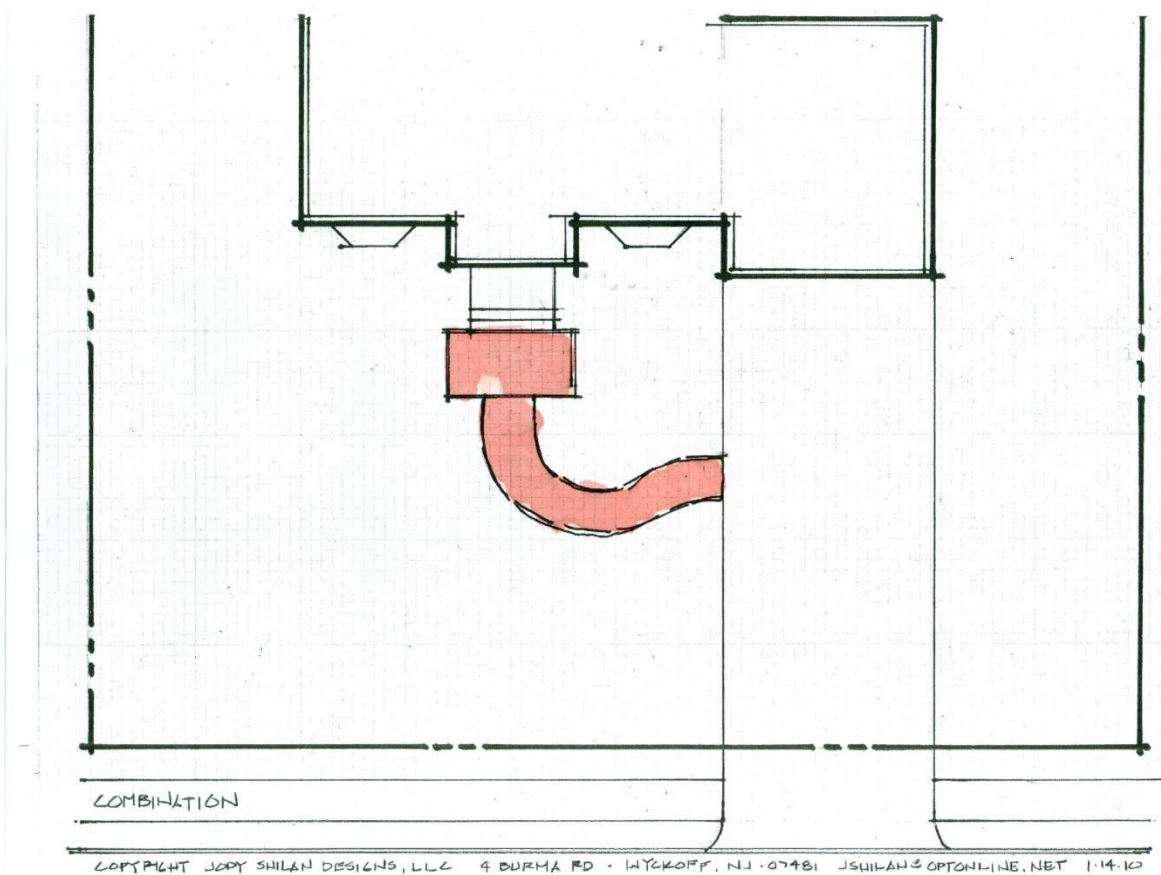
SIMPLE DESIGN

- Rectilinear
- Curvilinear
- Diagonal
- **Free Form**
- Combination

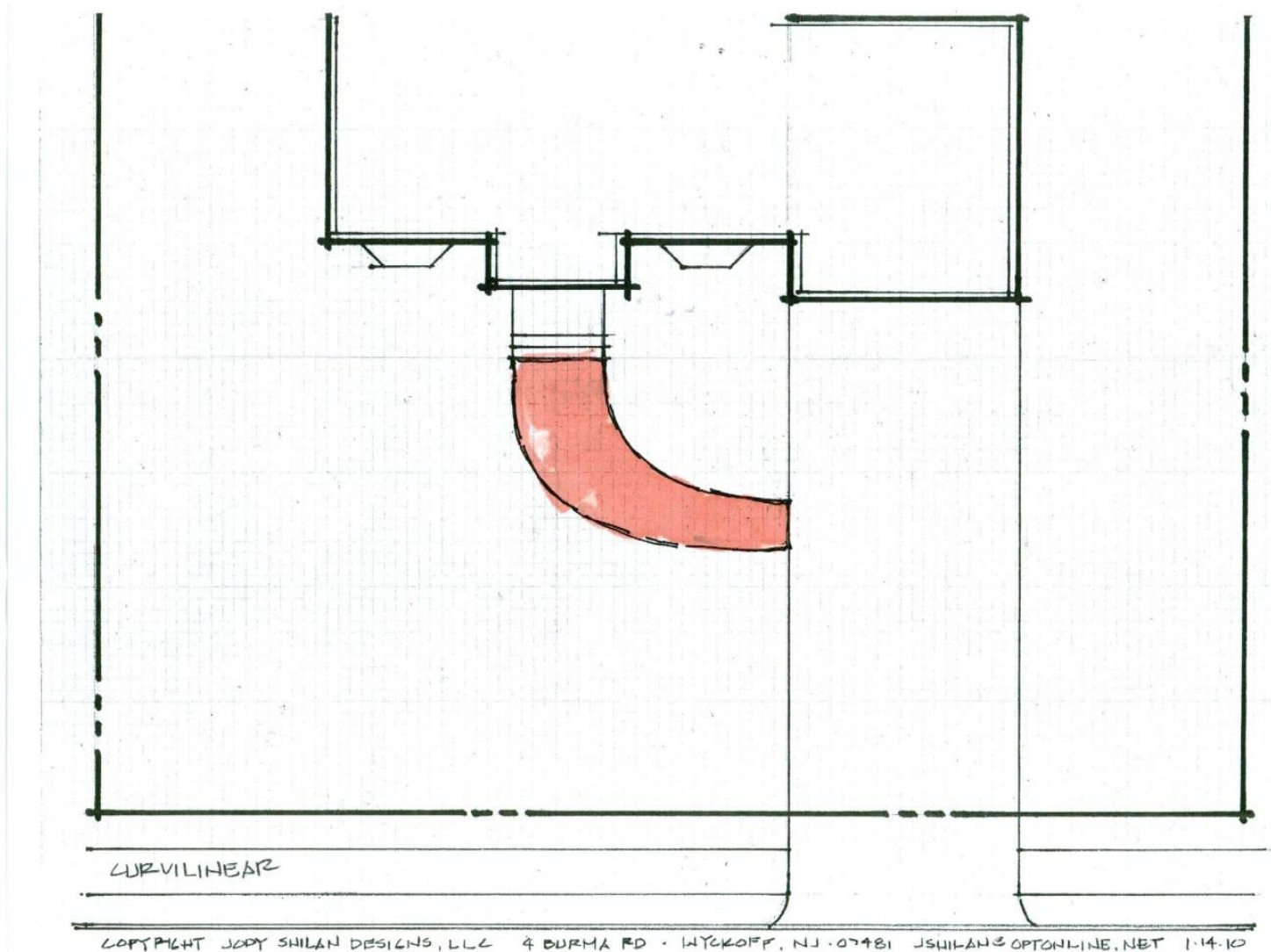


SIMPLE DESIGN

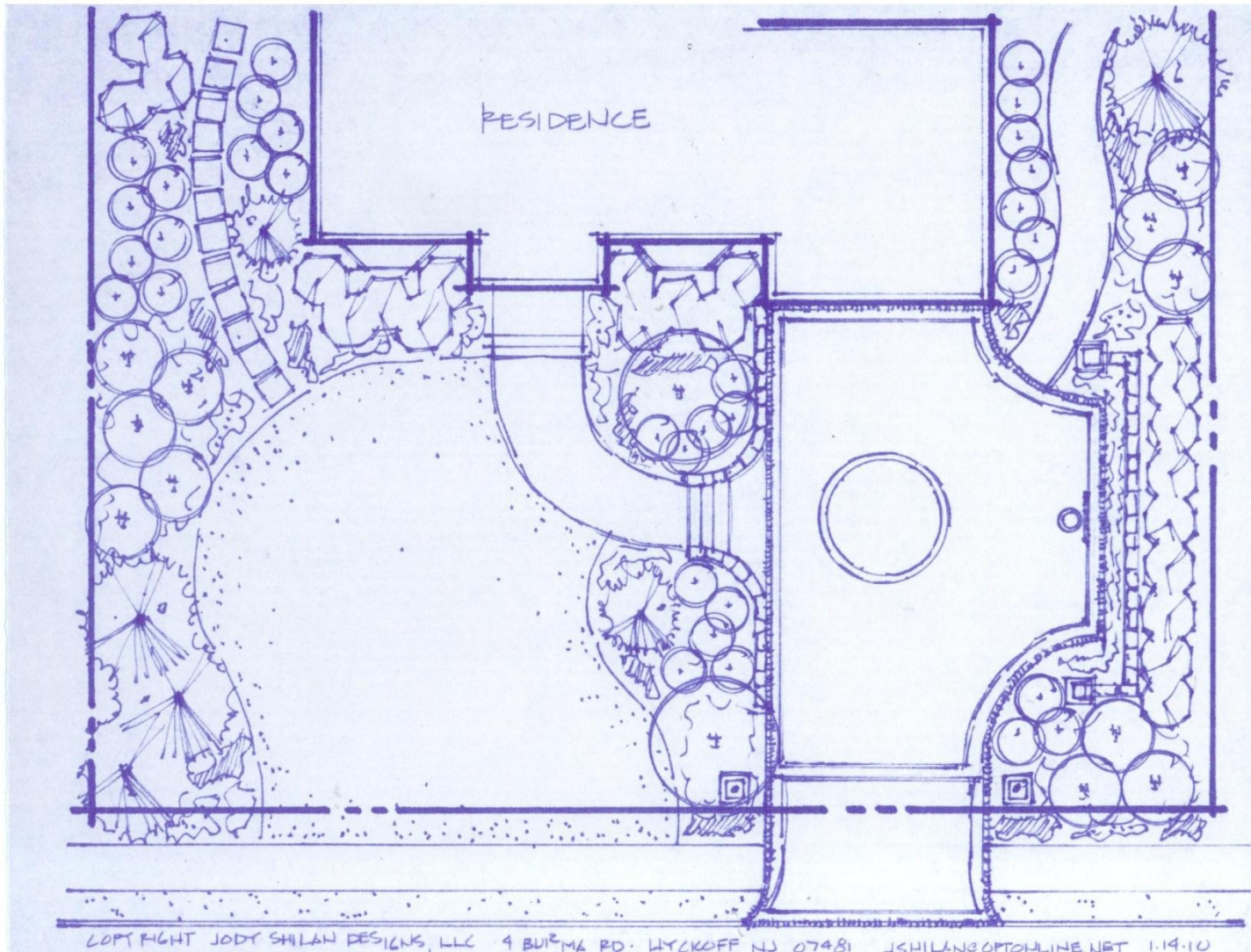
- Rectilinear
- Curvilinear
- Diagonal
- Free Form
- **Combination**



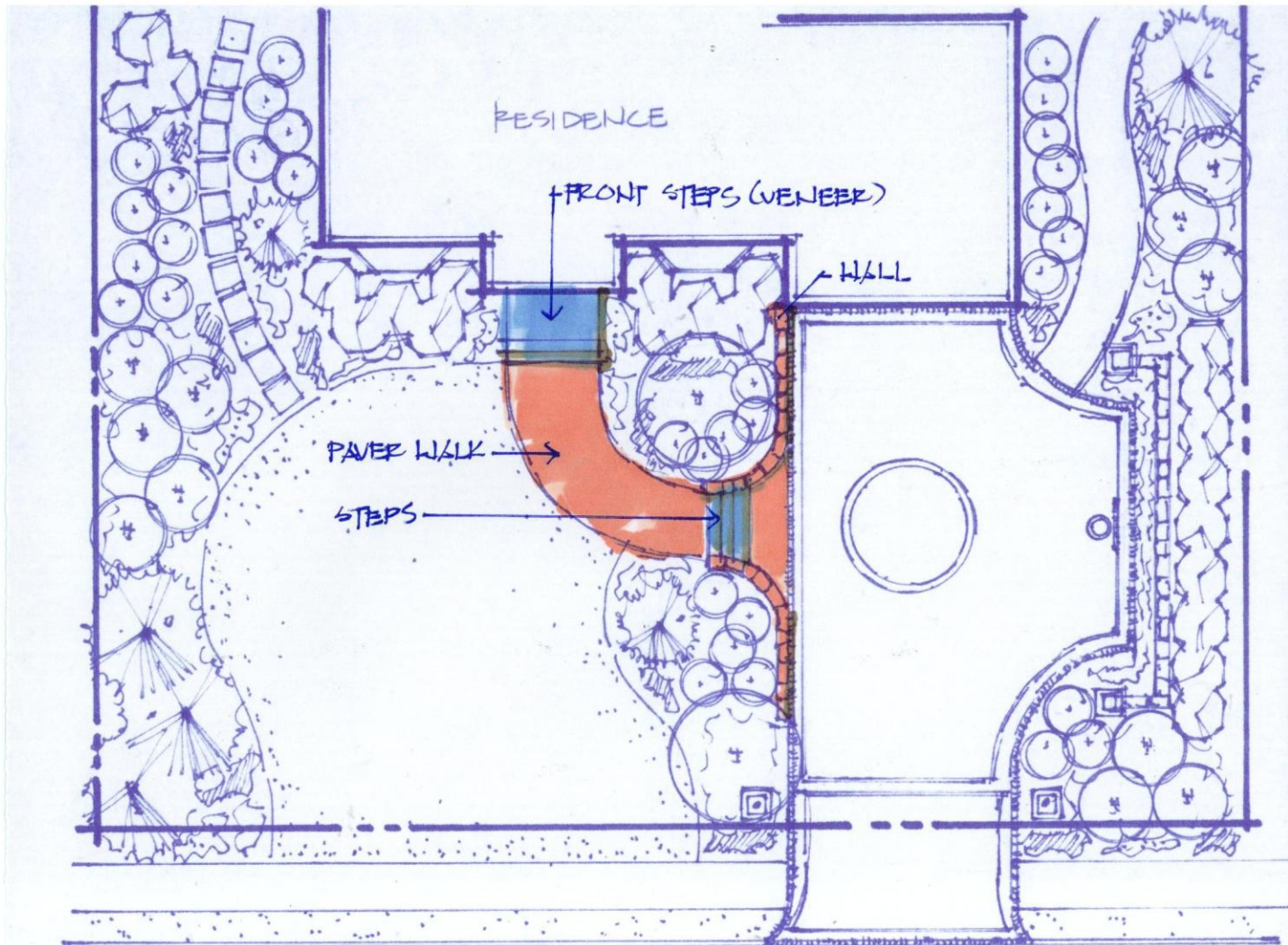
PHASE 1 & DONE - NOW WHAT?



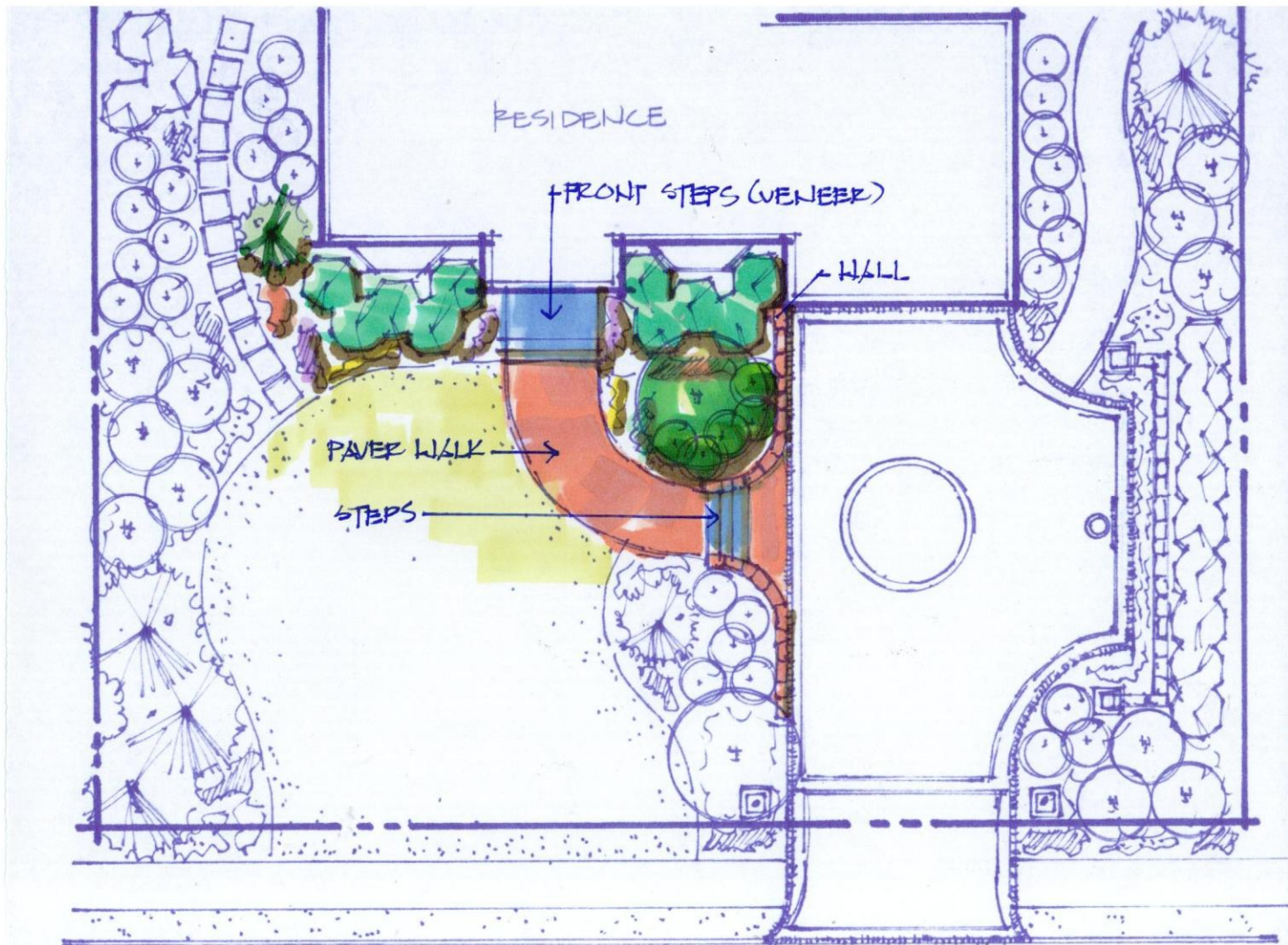
LANDSCAPE DESIGN PROCESS



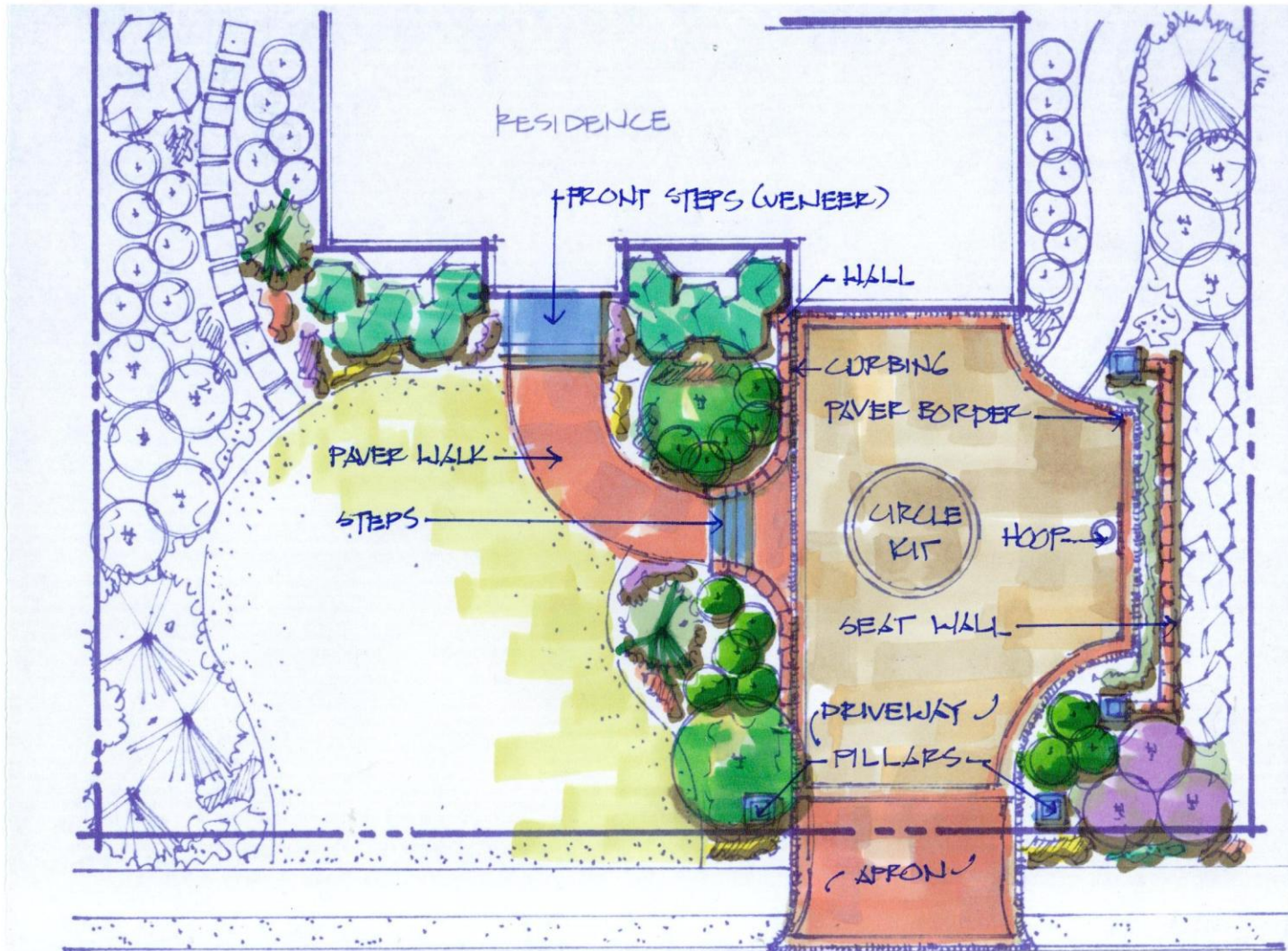
PHASE 1



PHASE 2



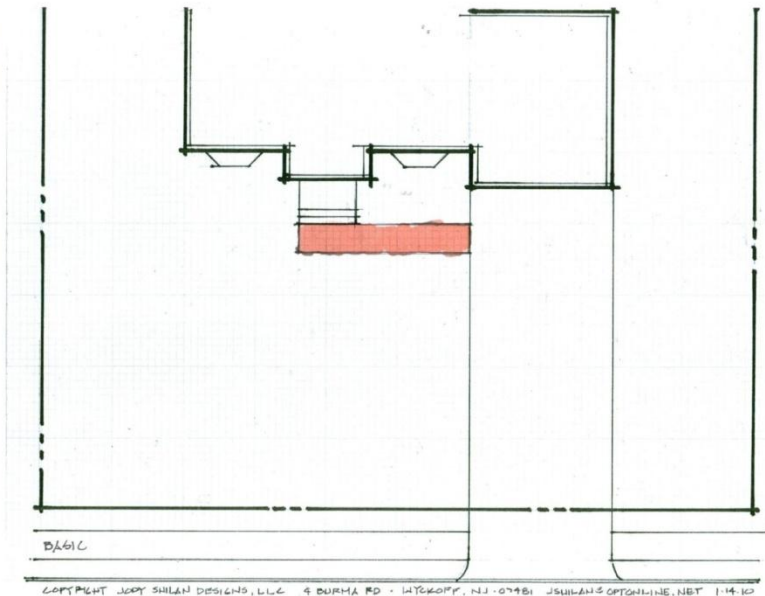
PHASE 3



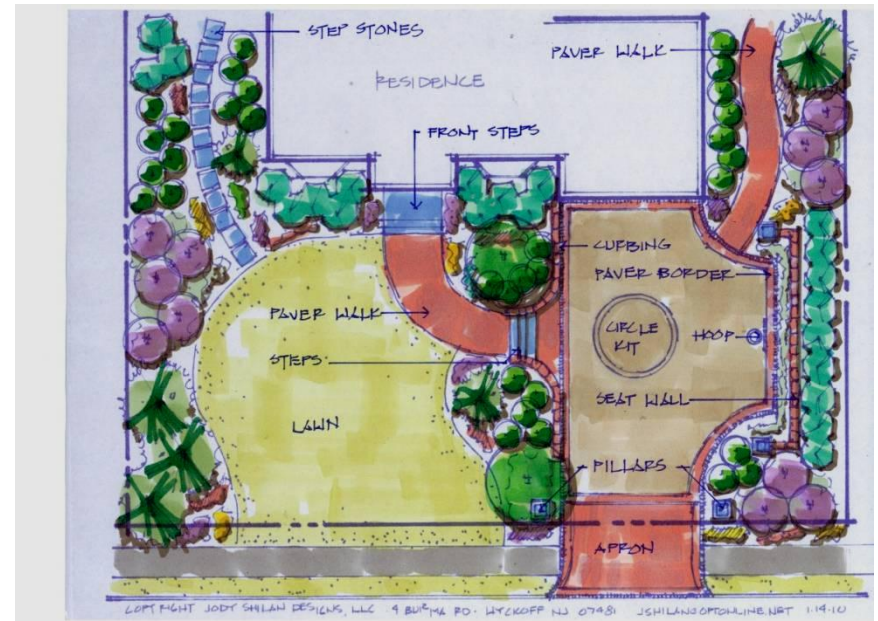
PHASE 4



WHICH PROJECT DO YOU WANT?



NO PLAN



LANDSCAPE PLAN

THE 5 D's IN ACTION





08.28.2009 13:27



09.03.2009 15:37





09.09.2009 10:41



09.10.2009 17:19













09.17.2009 17:21









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