

# THE PERFECT KITCHEN TABLE PRESENTATION

Jody Shilan, MLA  
[www.FromDesign2Build.com](http://www.FromDesign2Build.com)

Landscape Ontario  
Congress 2012

Please Pass the Signed Contract and the Deposit.

# WELCOME



# THIS IS DESIGN-BUILD

## NOT

### DESIGN

- Run around doing free estimates and drawings
- Providing nursery and mason supply visits
- Giving guided previously built landscape tours
- While you try to decide if you are working with us
- Then negotiate any profit it out of the project

### BUILD

# THE KITCHEN TABLE PRESENTATION

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- When it comes to presentations most of us do it at the clients home at their kitchen table.
- We're in an uncontrolled environment where kids are crying, dogs are barking and phones are ringing.
- Choreograph the presentation, manage the chaos and “do the deal”.

# REVIEW (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.



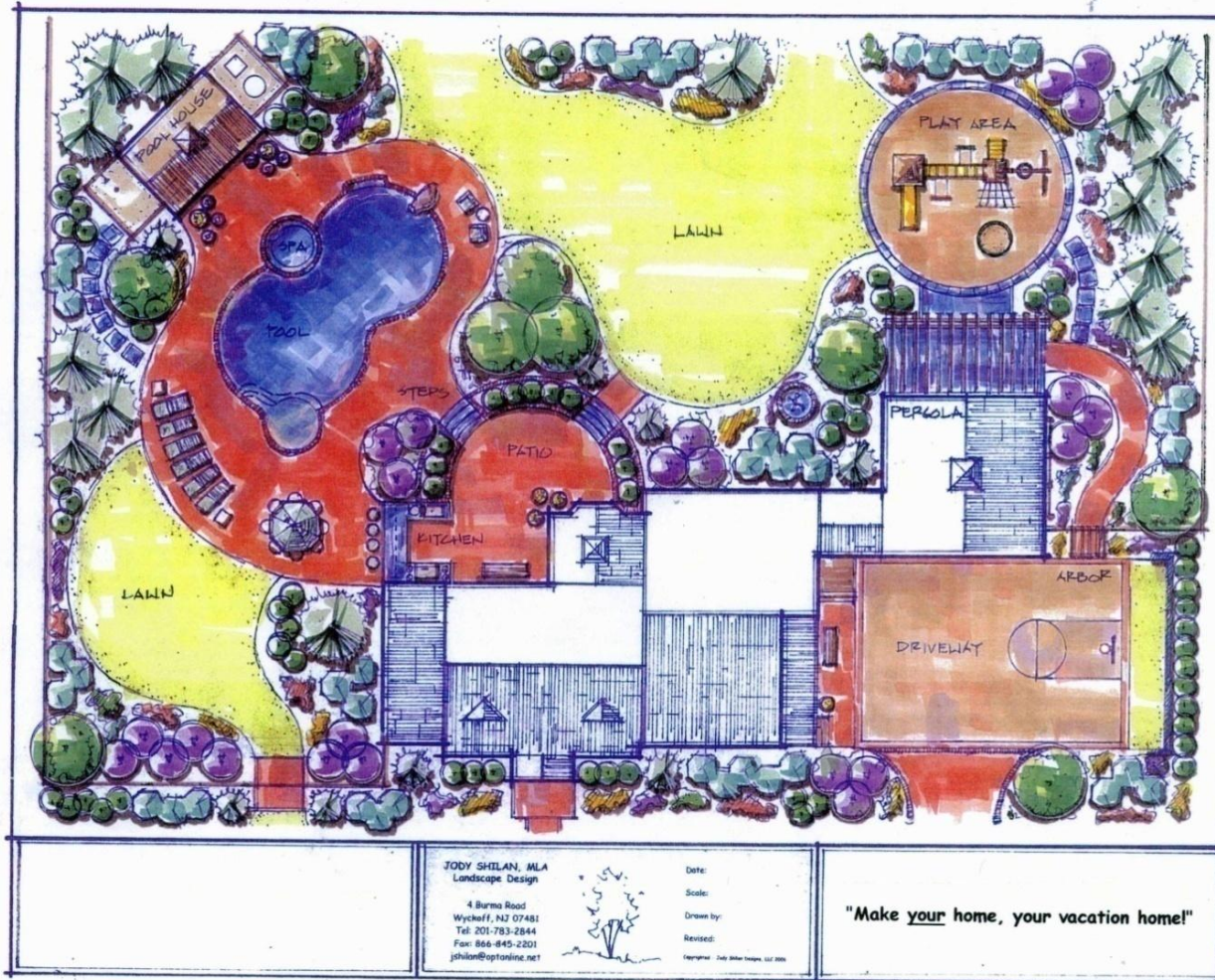
# DISCUSS THE BUDGET

## 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



# DO THE DEAL

## WALK IN THE PARK

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



# THE KITCHEN TABLE PRESENTATION

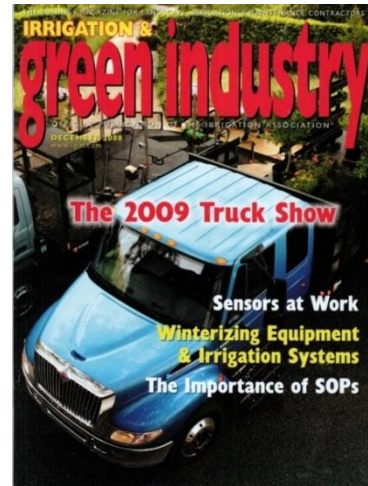
- D**o the Deal
  - 1. Preparation
  - 2. Presentation
  - 3. Closing
  
- What is the best day to close?
- Who sits where?
- Work a little magic.

# MY BACKGROUND

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- 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](http://www.FromDesign2Build.com)
- Design/Build/Sales Coach and Consultant

# MAGAZINES ARTICLES AND COLUMNS



LAWN AND LANDSCAPE

PRO MAGAZINE

PLANET ADVANTAGE

LANDSCAPE MANAGEMENT

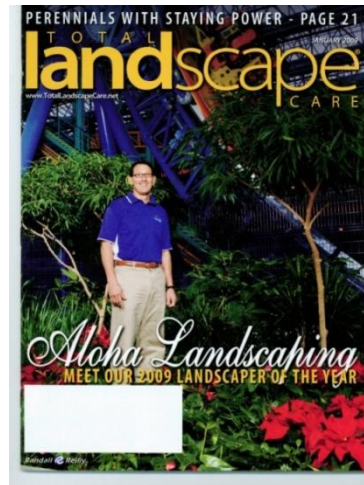
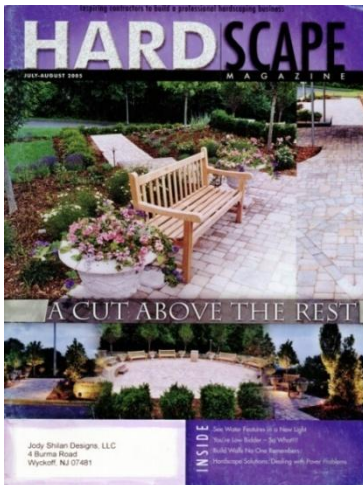
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GREEN MEDIA ONLINE

IRRIGATION AND GREEN INDUSTRY

TOTAL LANDSCAPE CARE



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### [Online Portfolios -- Show Off Your Best Work - Professionally](#)

Mike Swift



Many landscape professionals and firms have web sites. It is very common for these sites to include portfolios of sample work. The portfolios range from a series of photographs of various project sites to organized collections of photographs organized by project or type of work . . . [keep reading](#)

### [Co-opetition-- The value of working with your competition](#)

Jody Shilan, Editor



Business 101 has always taught us that your primary goal is to "beat the competition" at any and all costs. With the current state of the economy, the pressure to sell work is greater than ever and having a competitive advantage has never been more critical . . . [keep reading](#)

### [Bag of Tricks -- What you should bring to every new appointment](#)

Jody Shilan, Editor



Last week's Trade Secret was entitled "Travel Heavy", where we discussed the importance of your crews having all of the tools and materials on their truck that are necessary to properly complete an installation. This week I want to discuss the same idea but explore the concept as it relates to your designers and sales people . . . [keep reading](#)

[Jody Shilan, Editor](#)  
[keep reading](#)



["Nacho Cheese" -- Stop giving your services away for free.](#)  
[Jody Shilan, Editor](#)

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## Coffee Break



# “TRADE SECRET”



# THE JERSEY SHORE



# REAL HOUSEWIVES NEW JERSEY

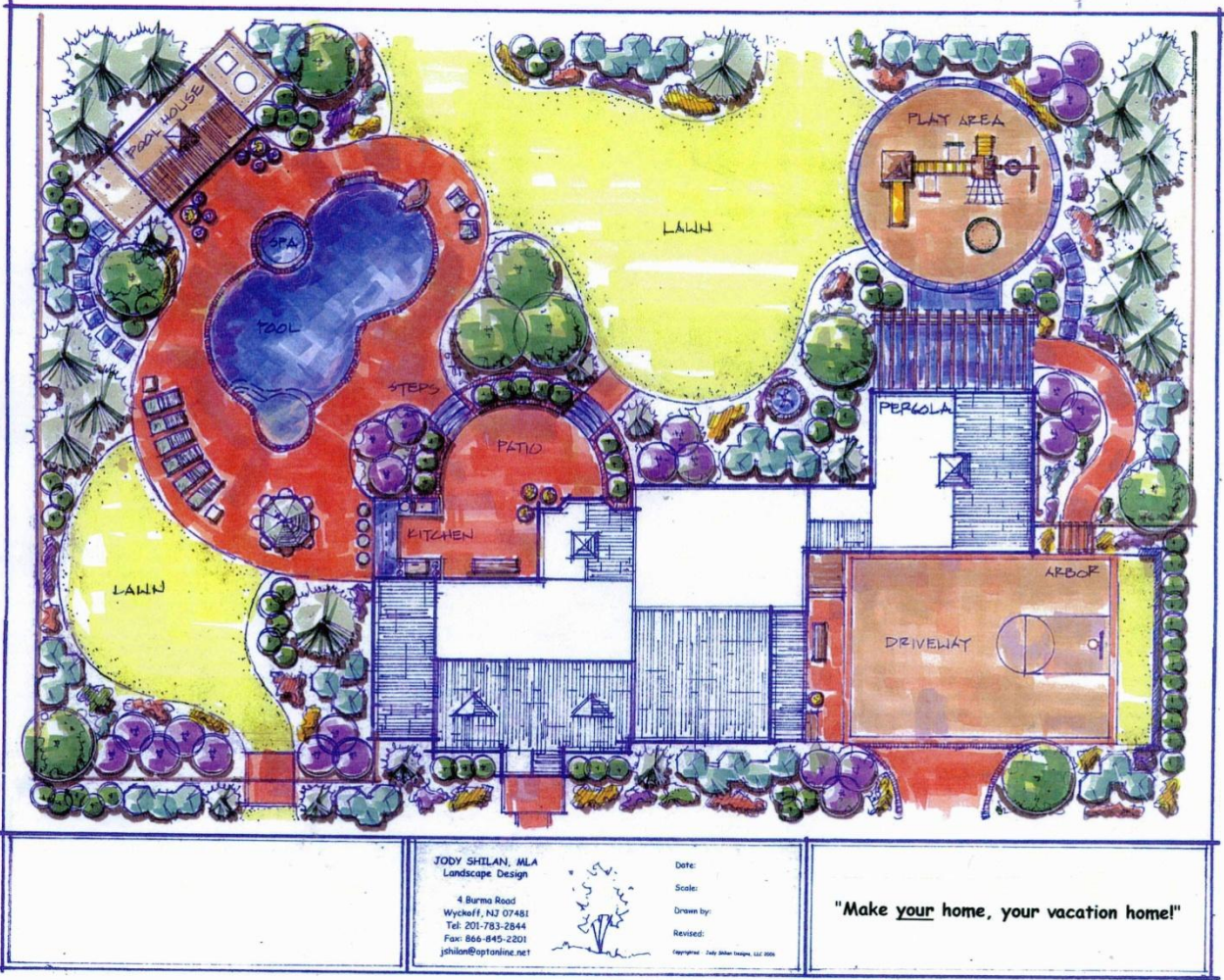


# info@FD2B.com

- Subject - Landscape Ontario
- Copy of Power Point Presentation
- 1 Year Subscription to [www.FromDesign2Build.com](http://www.FromDesign2Build.com)
- Phones on Vibrate



# REAR YARD - MASTER PLAN



# SWIMMING POOL



# 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!



# 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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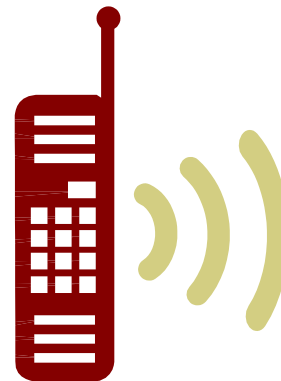


# CUSTOMERS WANT TO BUY!

“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.

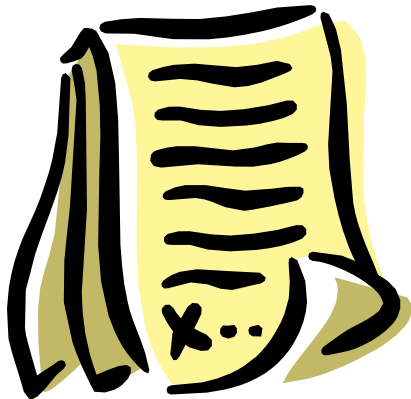
# Preparation

- 1. Call and confirm appointment



# Preparation (practice, practice, practice)

- 2. Review
  - ▣ Design
  - ▣ Proposal
  - ▣ Legalese



# Preparation

- 3. Know the schedule
- 4. Sign the proposal
- 5. Plan options and phases



# Hints

- Be ready, be relaxed and always be positive
- Take off your shoes
- Who sits where
- Start with a little chit chat



# WHO SITS WHERE?

- Let's have some fun : )
  - ▣ Each table 1 person raise your hand
  - ▣ You are #1
  - ▣ Count off clockwise 1,2,3
  - ▣ 2 (designer) talk to 1 (husband) and 3 (wife)
  - ▣ If less than 3 you guys watch
  - ▣ 1 (designer) talk to 2 (husband) and 3 (wife)

# PLEASE READ

---

- Let's start in the front yard
- As you can see, we've designed a new front walkway with new foundation plantings to provide you with curb appeal.
- In the back yard, there is a new patio design, with a seat wall and perennial plantings to provide you with seasonal color.

# WHO SITS WHERE?

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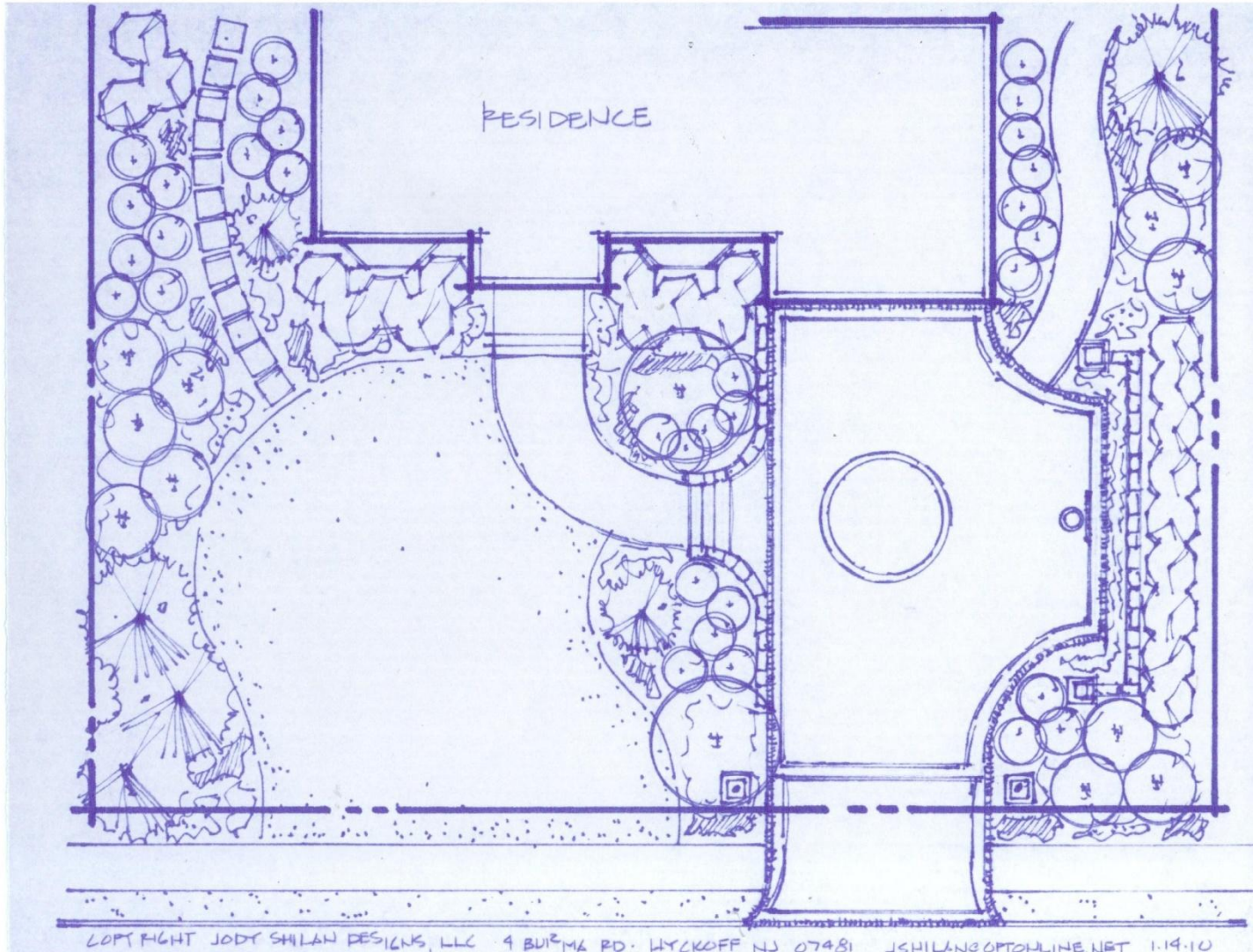
- Let's have some fun : )
  - Each table person closest to me raise your hand
  - You are #1
  - Count off clockwise 1,2,3
  - 2 (designer) talk to 1 (husband) and 3 (wife)
  - If less than 3 you guys watch
  - 3 (designer) talk to 2 (husband) and 1 (wife)
  - 3 (designer) roll out your plan
  - If less than 3 you guys watch

# PLEASE READ

---

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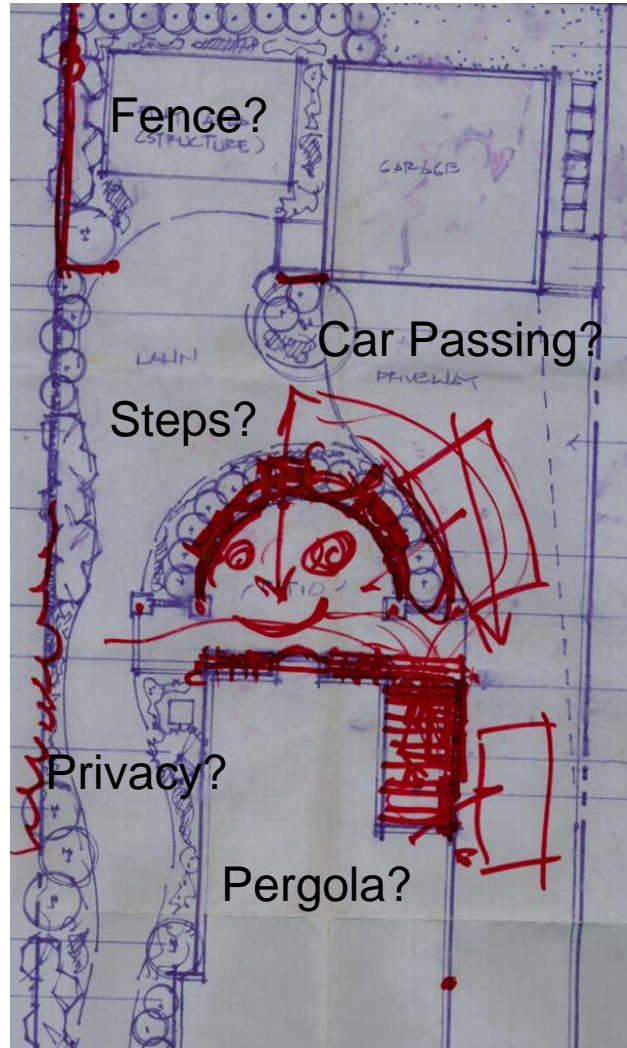
# ABRACADABRA



# WORKS LIKE MAGIC



# PRESENTATION (table revisions)









HOLLY

LAWN

PERENNIALS

DOGHOOD

SEPT WALL

POWER BORDER

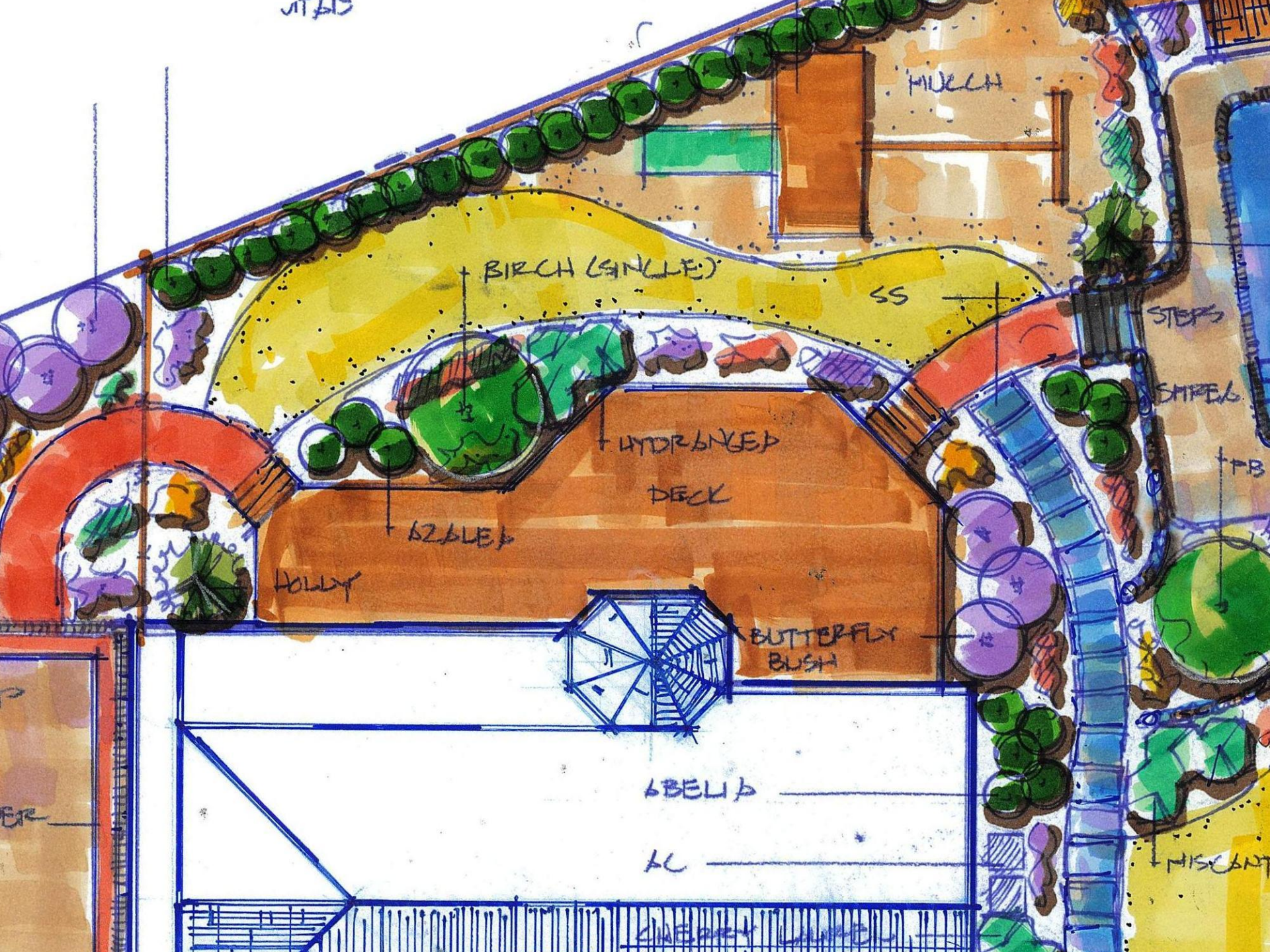
ASPHALT  
DRIVEWAY

WALK

DEUTZIA

BETUM

PINES



MULCH

BIRCH (SINGLE)

SS

HYDRANGEA  
DECK

AZALEA

HOLLY

BUTTERFLY  
BUSH

SWEET WOODS

AL

SWEET WOODS

STEPS

SMILE

PB

MISCELLANEOUS

VAR PSD THIL

STRUCTURE

CLH



GATE

EQUIP

FENCE

SHED

POOL

CYPRUSS

POT

STEPS

SHRUB

EXTEND

PATIO

PB. MAPLE

ARBORVITAE

TELLIS



HALL

SAND CHIPS

FENCE

SPRUCE

EXISTING

LILAC

MISACANTHUS

SEPTIC

TREE LILAC

CYPRESS

CISTUS

DEUTZIA

SAND CHIPS

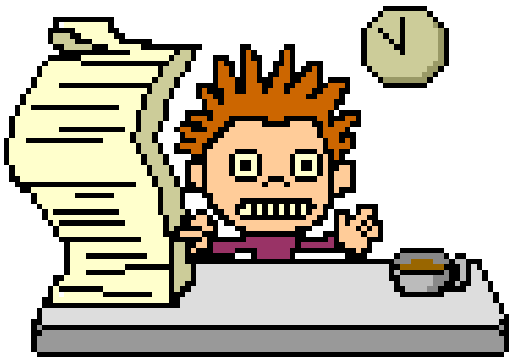
# The Presentation

- 7. Always focus on the client and the project (not yourself)



# Hints

- During your presentation don't complain about anything (ever), especially other customers.



# The Presentation

- 8. Present the proposal in order and always refer to the plan.



# PROPOSAL WRITING

- As per plan, As per plan, As per plan
- Proposal templates (QuickBooks)
- Order of installation
  - 1. Tree removal
  - 2. Demolition
  - 3. Excavation and Grading
  - 4. Hardscape
  - 5. Landscape
- Refer to plan during presentation

# The Closing

- 9. Show me the money
  - ▣ Answer all questions
  - ▣ Discuss payment schedule
  - ▣ Bad Deposit Moves
  - ▣ Money isn't funny



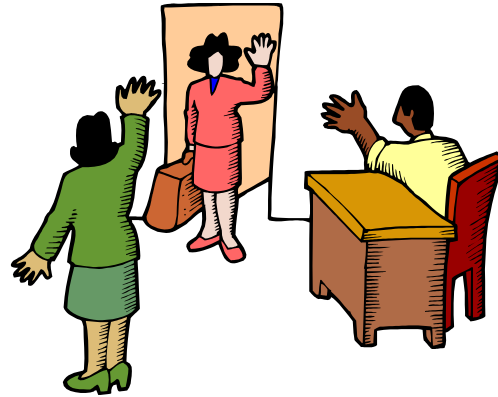
# The Closing

- 10. What happens next
  - ▣ Review project and process
  - ▣ Who to contact
  - ▣ Q and A (again)



# Hints

- Leave (yes leave)





Survey / Tube Winner / Questions

Thanks!  
*Jody Shilan*  
[www.FromDesign2Build.com](http://www.FromDesign2Build.com)

# HELP CHANGE THE PERCEPTION

## □ Landscaper



tocl0113 www.fotosearch.com



## □ Landscape Contractor



# QUESTIONS

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