ProGreen International

Standard Operating Procedure: Sales

April 2021

OVERVIEW

This standard operating procedure will provide the basic framework of how inbound leads should be handled/addressed, as well as provide the required pre and post appointment touchpoints with their corresponding talk tracks.

The sales procedure is divided into Three main sections
- **Pre-appointment**
- **In person appointment**
- **Post-appt follow-up**

GOALS

1. Utilize question based selling "play dumb"
2. Timely communication and education for our customers
3. Uniformity of ProGreen Brand

ProGreen Sales Strategy

Inside and outside sales representatives should work to specifically identify key selling points of their prospects, through a series of targeted questions.

Our representatives will do this by asking questions about the prospects "visions" and "goals." With a question based sales approach, you will be able to identify specific points that are of value to your potential customer. Our primary sales focus is geared towards more information gathering, rather than information giving.

****Please locate the "Keys to Selling Guide" also located in ProGreen University to fully understand how to properly conduct the in-person sales consultation****

Sales Process Milestones

Pre-Appointment:

Inbound Lead Sources: potential customers can reach your ProGreen location by a multitude of avenues including Google Search Ads, Facebook Ads, Radio, TV, Unpaid Social Media, or a variety of online marketing efforts. The majority of leads will be directed to an online conversion form where they will fill out their full name, email, Zip, Sqft of project, financing type, etc. The introduction call talk track provides you with the ability to discover more information about the customer and pre-qualify them before scheduling an in-person estimate. The key to a great discovery call is asking the right questions.

Leads will also be direct to inbound cell phone numbers for live conversations. Studies have shown the initial conversation has the greatest impact on final lead conversion.

Touchpoint #1 / Introduction Call:

*Each lead or phone call should be answered or responded to in **less than 1 Hour**. This initial touchpoint will be completed by a designated office manager, inside sales agent, or any other type of role that has been trained to communicate with potential customers. **If you do not connect with the lead on your first attempt/call** leave a VoiceMail with a direct call back number **AND** send a text message.*

Send the following text message…

"Hi Mr/Mrs XXXXX, this is YOUR NAME w/ ProGreen Turf of XXXX. I was reaching out because I received your request for some additional information about installing synthetic turf at your home/business."

"Is it okay if I try calling you back in about 1 Hour?"

Introduction/Discovery Call Talk Track:
This section is providing you with a general outline of how to engage with a potential customer over the phone during your first conversation with them. Your primary objectives should be to engage & pre-qualify the customer for an in-person consultation.

Hello {Mr/Mrs XXXX}? This is {YOUR NAME} calling from ProGreen Synthetic Turf Systems of {your location}. I received your information from your online inquiry about possibly installing synthetic turf at your home or business. Do you have a quick moment for me to answer some of your questions and determine if we're going to be able to meet your project goals?

Record Client Details into the system: that way if you get disconnected you can get back in touch with the prospect. Now is also a good time to establish some rapport with the prospect by asking about their neighborhood, interests, family, pets.

How did you go about finding ProGreen? Were you searching online? Did you see our TV Commercial, did you see our Facebook Advertisement?

Do you have a specific vision for your home/business and how can our product and team help fulfill that vision?
We have a variety of turf types. Is there a specific part of your vision that includes a specific function for your kids/family, pets, or maybe a recreational putting green?

Do you have an estimate of the square footage of your project?
<u>Important Note</u>: for the most part if the customer gives you a specific number for sqft such as 1,450 sqft. This likely means they might have already obtained a quote from a competitor in your area.

- *It is a best practice here to highlight any minimum sqft. parameters that your location has setup ie. 800 sqft + only for projects.*
- *Locate the customers address on Google Maps & use the mapping tools to obtain a rough estimate of the project square footage.*

Mr/Mrs. XXXX, from our brief conversation it sounds like we'll be able to help meet your home/business landscaping vision. At this point I was going to schedule a time for one of our Turf Consultants to meet with you.
In Jobber select the sales rep. Name who will be completing the appt, and then offer the prospect 3 times.
It looks like our consultant "SALES REP. NAME" is available tomorrow at 10am, 11am or 1pm. Which of those times would work best with your schedule?
Select time that works for both the prospect & the sales rep. And correctly log the appt. Into jobber

Now that we have a time scheduled for our consultant to meet with you he/she will reach out to you either later today or the morning of your appointment in order to confirm that this time still works into your schedule. By the way, what is your preferred method of contact (phone, email, or text)? Thank you and again "SALES REP NAME" will be connecting with you either today or first thing tomorrow morning.

*Now please refer to the CRM training videos in ProGreen University in order to understand how to schedule the in-person consultation for the outside sales representative.

Touchpoint #2 / **Pre-Appointment Confirmation**

Currently the CRM does this piece automatically but it does not hurt you at all to over communicate & provide the customer with another point of engagement. Once the prospect/lead information has been assigned to a sales representative it is that representative's responsibility to connect with their prospect as soon as possible. Before the scheduled consultation the outside sales representative must verbally or electronically connect with the prospect. There should be a note entered into the CRM system stating the preferred contact method for the prospect. You should contact the prospect first via their preferred communication selection. If the prospect does not answer their call, leave a voicemail & also send a text message… ***"Hi Mr/Mrs XXXXX, this is YOUR NAME w/ ProGreen Turf of XXXX. I am looking forward to our appointment today/tomorrow at {Time}. Can I try calling you back in about 1 hour to confirm our appointment"***
Sales Representative Intro. Call Hello {Mr/Mrs XXXX}? This is {YOUR NAME} calling from ProGreen Synthetic Turf Systems of {your location}. I received your information from our office coordinator and I am looking forward to meeting you in person today/tomorrow at our pre-set time. I just wanted to quickly confirm this time & personally greet you. Did you have any additional questions for me before our appointment? From my notes here it appears you are looking to get an idea for a project that is approximately XXXsqft in size, is that correct? I'm glad that I have the correct information and I look forward to meeting you in person today/tomorrow. Thank You. **Send a text message/email the morning of your appointment day to confirm another time before you embark on the scheduled appointment.**

In-Person Appointment:

Please also refer to the "Keys to Selling" guide in ProGreen University.

By this time the prospect should have been communicated with AT LEAST two times before the in person appointment. Before leaving your location ensure that you have the following items on hand for the consultation.

- ❏ ProGreen Branded Polo & professional work attire
- ❏ Cellular Ipad or Android Tablet & Cell Phone
- ❏ Measuring Tape & Flag Markers
- ❏ Specification Sheets, Marketing Sheets, Business Cards
- ❏ Loose Turf Samples
- ❏ Sample Box with Infill (Demo Only)
- ❏ Installation Accessories (Pad, Infill Options, Border Stakes, Perimeter forms, etc)
- ❏ FACE COVERING/MASK

Touchpoint #3 / In Person Appointment

Upon Arrival:
Hello again, Mr/Mrs. XXXX, it is a pleasure to meet you in person. I appreciate you taking time out of your schedule for us to have the opportunity to discuss what your goals/vision is for your property/business. Before we review the goals that you had previously shared with me would you mind showing me the area you were specifically looking to install turf on?
Important Note: once in the back/front yard of the property begin building rapport by complementing their home, neighborhood, or even mentioning an installation that was completed somewhere near-by. This rapport building process helps break down any barriers that the prospect might still have in place.
I know we already discussed your main goals but after taking a look at your property I just wanted to ensure that these were your primary focal points for your vision.
**It is very important to write down or remember these goals or talking points that the customer shares as this will allow you to highlight specific differentiators/competitive advantages for ProGreen (American Made, Manufacturer Direct, Higher Quality/selection, ISO 9000, Single Source Warranty, Sport Field Experience/Credibility)*

Mid-Meeting:
Mr/Mrs. XXXX, now that I have a detailed understanding of what you're looking to accomplish I was hoping it would be okay if I take some time to measure the area that we're looking to assist you with. These measurements will allow me to provide you with an exact measurement in order to provide you with a customized price point.
Now is when you will begin using your tape-measurer & marking flags. It is imperative that you conduct an exact measurement with the tape measurer and the marking flags. DO NOT RELY on your Apps/Software for exact measurements. The measuring apps. Should be used more of a visualization/selling tool with the prospect and not your source for measurement.

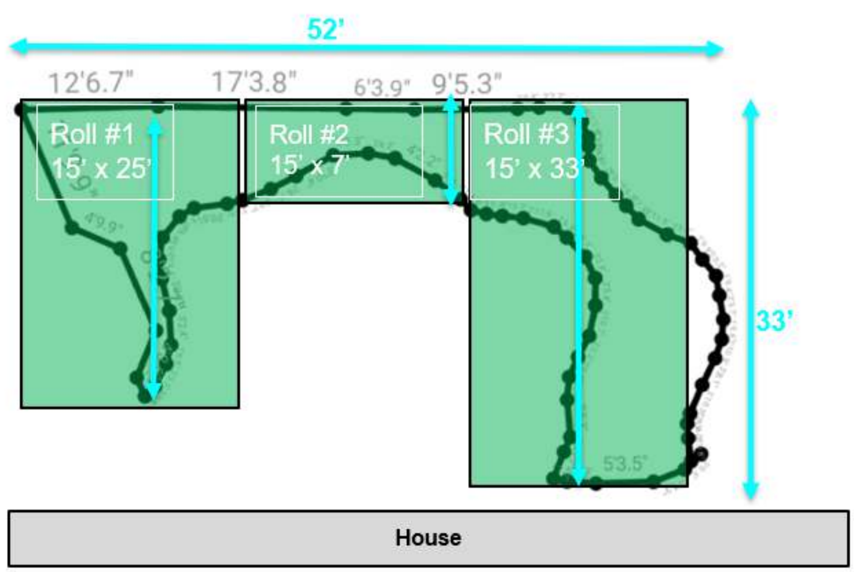
See below example of correct measurement and roll layout calculation. (see more below...)

Measurement Example #1:

a) Roll Layout
Roll #1: 15'X25' = 375 sqft
Roll #2: 15'X7'= 105 sqft
Roll #3: 15'X33' = 495 sqft
Total: 975 sqft

b) Waste from Roll #3 will be used to cover exposed area at far-right side of diagram

c) Calculating Rectangle
52' X 33' = 1,716 sqft
(2x more turf than what is required)



Measurement Example #2:

a) Sqft = 28' W X 25' L =

⇩

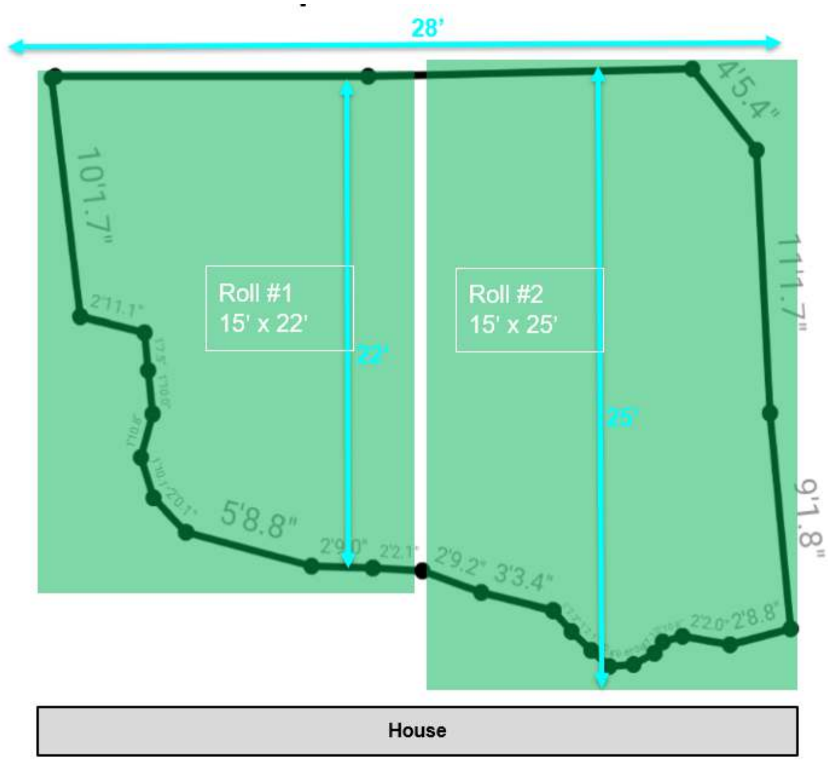
700 sqft

b) Actual sqft is 700 sqft

c) Roll Layout
Roll #1: 15' X 22' = 330
Roll #2: 15' X 25' = 375
Total = 705 sqft of turf to be ordered

d) Your multiplier will always be 15' b/c that is the standard roll width

e) 47 linear ft X 15' = 705 sqft.



(continued) Once you have measured everything correctly with your tape measurer and flags, you will now enter the information into the Quoting System Tool located on your tablet/computer.

Generating a Quote for your Customer:

Step #1

- Input Measured Turf
- Pick Lawn / Putting Green
- Pick Turf Types (Dropdowns)

Step #2

- System Provides Unit Cost, Total Cost At Standard Gp
- Adjust Gross Profit If Needed To Sell Job, Will Automatically Adjust Commission %
- Confirm

Step #3

- Enter Sqft, Unit Cost, and Total Price into jobber to generate proposal
- Provide Alternates In Jobber From Dropdown Menu (I.E. Edging, Concrete, Etc.)

ProGreen Denver Estimate Template

TURF

Project Name:	John Miller
Salesperson:	Hannah
Project Type:	Landscape

Turf Type	Product	Area SF
Landscape	PG Natural Prime	1,000
Putting		
Fringe		
Total		1,000

Manufactured Turf Length (LF)

Landscape Rolls:	80
Putting Rolls:	0
Fringe Rolls:	0

Project Notes:

Quoted options with Premium, Prime, US70

Install Price	$	11,947.22	
Commission	$	1,194.72	10%
Credit Card Fee	$	394.26	Yes
Total Turf Sales Price	$	13,536.20	$10.25

Additional Margin / Discount: 0%

	Product	Qty.	Unit Cost	Total
Landscape	PG Natural Prime	1320	$ 10.25	$ 13,536.20
Putting		0		
Fringe		0		

(reference "how to measure for turf" and "how to use job estimating tool" videos in ProGreen Univ.)

Presenting your ProGreen Quote:
You've measured the location, you've input the measurements into the pricing calculator and you have an exact figure to present to your prospect.
Mr./Mrs. XXXX, thank you for your patience while I was completing the measurements for your project, based on your goals and the primary use of your yard/project being for your (kids,leisure, pets) I think the [PG TURF TYPE} will deliver the best results for you. Based on the measurements I just completed with your selected turf fully installed the total cost will come out to exactly $XXXX.XX.
It is very important to move quickly to the next steps after providing the quote to the prospect.
In order to get your project scheduled for installation in the timeframe we had previously discussed, all we need to do today is secure the 50% deposit so I can coordinate with the installation team and get you on the calendar today. As I mentioned earlier our schedule is filling up very quickly, a lot of other homeowners want to get their property ready for the season. By approving the quote now, I can call our office and put you on our schedule right now.

Common Objections & How to Overcome them:

- Price/Cost => Financing option offered by ProGreen, Turf ROI tool, American Made Quality vs. unregulated foreign materials.
    - Never having to pay for lawn maintenance/chemicals to dump into your yard again
    - Opportunity cost of having more free time on the weekends
    - Lower your water bill cost - no need for watering turf
    - American Made means that even with a slightly higher cost your prospect's turf investment will go back to supporting jobs in the United States.

- Not Ready => timeline for any project/installation is backed up and if they wait longer, it may be a long time before we can even get their project scheduled. This is an objection where you need to dig deeper with the prospect, and determine what exactly is preventing them from scheduling the installation. Likely it's because they want to get additional quotes and it's OKAY for you to ask them if that is what they're going to do.
    - Offer an incentive to quote on the spot => **$200 Amazon Gift Credit** sent to their account via PG Corporate Office sight on scene after collection of 50% deposit.

- Lower Price from Competitor => Make sure your prospect knows to compare apples to apples. Is the prospect's other turf offer/product American Made? Is it the safest product for their children & pets? Where is the competitor's turf manufactured? (it's likely not manufactured in the U.S.A.)

- **Additional objections are featured in the "Keys to Selling" guide in ProGreen University**

"Closing the Deal" / Securing the Deposit This is the most important part of the in-person consultation with your potential customer. Now is the time for you to secure the deposit from your customer & start scheduling their installation. You should walk into every appointment with the goal of presenting a quote to the customer & scheduling their next steps. Mr/Mrs. XXXX, now that we have a price point the next step would be for us to obtain the deposit (50% of project cost) in order to ensure your project gets on the installation schedule as quickly as possible. **Always give yourself a hook!* *This is one of the primary areas of the meeting where you will need to be able to address & overcome your prospect's objections. Doing some of your own research you can predict what a competitor's sales strategy will be. Listed below is a brief index of some common prospect objections and how you can overcome those objections using ProGreen's key competitive advantages.* - *"If I can ...., would you be willing to move forward with the deposit & installation setup today?"* - ***ASK for the sale!*** *If the potential customer has asked you 10-15 questions over the past hour you are more than able to ask for them to move forward with approving the quote.*

Post-Appointment/Follow-Up:

Ideally you would like to present the quote during your appointment with the prospect, however sometimes extenuating circumstances prevent you from doing so.

Touchpoint #4 / Post-Appointment Follow-Up

Scenario #1: Prospect stated they would like more time to collect additional competitor quotes. ● Encourage them that it is wise for the prospect to explore their best options, and note that you're willing to compare any competitor's quote side by side with yours. ● Provide the customer with questions to ask your competitors infill type, where is the turf manufactured, face weight. Let the prospect know that you are a resource for them while they are making their decision. ● Offer 2nd consultative call where you can compare your quote vs. competitors so you have the ability to highlight any notable differentiators
Scenario #2: Quote was unable to be generated onsite ● Before leaving the property pull up your calendar with the prospect and schedule a 2nd in-person meeting where you can personally go through their quote. ● It is imperative that you don't leave the property until you have a Secondary meeting scheduled with all the decision makers.
Scenario #3: Significant other not present at time of appointment/quote ● What time will he or she be home today? Would it be okay if I call about 1 hr after they arrive home around Xpm? We can all be on the phone together and I can directly respond to any of their questions. ● This gives you the opportunity to be directly connected with the prospect and if they agree to the quote you can obtain payment info. & open the quote together and approve everything.