



LEADERS HOLDING CO.™

Est. 1971

## Monthly Focus

### What: Treasure Garden® Special Order Umbrellas & Accessories

**Why:** To feel confident utilizing the Treasure Garden® online Custom Build tool

**How:** To successfully present this add-on feature to customers

- ✓ Suggested open ended questions
  - *Will the space be covered?*
    - Yes...
      - *How high are your ceilings?*
      - *Have you thought about an umbrella to add style?*
    - No...
      - *How large of an area do you need to shade?*
      - *Are there any obstructions in the area?*
  - *What time of day is your direct sun?*
  - *Does your umbrella need to tilt*
  - *Does your umbrella need to follow the sun?*
  - *Have you thought about a custom design umbrella to add the finish touch to your patio?*



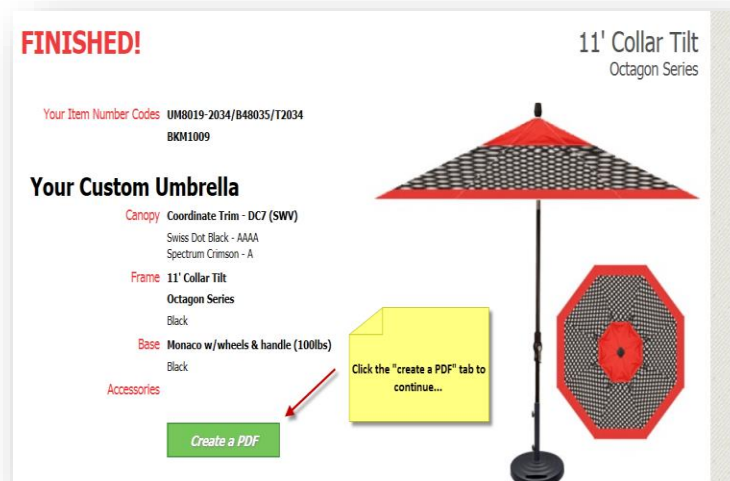
**Who:** All store team members, internet, customer service, purchasing, & advertising to have the knowledge on Treasure Garden® online Custom Build tool.

### FAQ? Become the Expert!

- ✓ Special order pricing & lead times
  - We use a multiplier to price out special orders
    - $MSRP \times .6261 = \text{Cost to the Customer}$
  - Special order lead time is 4-6 weeks
- ✓ Umbrella Bases **are not** included
  - Pavers are not included with 9' Cantilevers
  - Rocks/Sand are not included with 11' Cantilevers
- ✓ The item number changes with the finish choice
  - Example: A Bronze 9' Push Button Tilt is **UM9200**, but a Black 9' Push Button Tilt is **UM9209**

- ✓ The final detail add-ons:
  - Make sure the tables you sell have umbrella holes ☺
  - If the customer lives on the water or states it's very windy where the umbrella is going to be placed, do not forget to suggest the 30lb add-on weight!
  - Did your customer buy a balcony or bar height set? Don't forget to sell the extension pole!
  - Accessories
    - Umbrella lights
    - Umbrella Covers
    - Umbrella Bases (don't forget!!!)

**And now for your challenge:** Create a custom umbrella, utilizing the Treasure Garden® online Custom Build Tool ([www.treasuregarden.com](http://www.treasuregarden.com)). Go through the steps till completion to create a PDF of your design (don't forget the add-ons!!!):



Once you create a .pdf, click "file" and "print". And you're done! Make sure your store manager gets your custom design so he/she can scan and email it to Sales Leadership **BY APRIL, 30,2017.**