

## **Keys to pass**

- A compelling rebuttal to at least two objections
  - Jackie provides scoring
- Mentions two serious issues with Jackie's tree and shrubs
- Mentions at least one probing question
- Offers a proposed solution

## **OBJECTIONS**

- Can't afford it right now
- Fix Lawn First
- Let me think about it
- I'll just replace the current shrubs
- Looks Fine to me, I'll wait
- Speak to spouse first
- Had you before
- I've never treated before, why now?
- Neighbors don't treat
- Had you before, didn't work
- I've never treated before, why now?

## **SERIOUS ISSUES**

- Alberta Spruce - Mites
- Azalea - Lace Bugs, caterpillars & whiteflies
- Birch - Borers
- Boxwood - Leaf Miner & Boxwood Blight
- Crabapple - Japanese Beetle, Apple Scab & Powdery Mildew
- Euonymus - Scale Insects
- Leyland Cypress - Bagworm
- Ornamental Cherry - Aphids/Sooty Mold
- Use strong adjectives to describe the issues i.e. (Extreme infestation, Large diseased spots, Complete lack of nutrients. The worst enemy of this Plant is...)

## **PROBING QUESTIONS - BUZZ PHRASE**

- Did you put the landscape in yourself or was it there when you moved in?
- What is your favorite plant?
- Do you like the privacy?
- What about the landscaping that is prompting you to rip them out?
- Is it the color, the thickness, or the blooming you want to focus on?
- Are you from the area?
- Are you aware that your landscape is your biggest uninsured asset?
- Have you been applying anything to the landscape?
- While I was out there I noticed some serious issues on your landscape.
- I'm sure you want to protect your landscape and make sure it's healthy and looking good, just like your lawn, right?
- One of our licensed horticultural specialists will be in your neighborhood next week; I will have him stop by and get you started, ok?
- Let's work together on this project and save you some time and money, OK?

**SOLUTION**

- We will get a granular (or liquid) root zone feeding- providing all necessary nutrients for your plants.
- We will get a Fungicide spray- gets into the soil and root system to eliminate any fungus activity.
- We will get an Oil based insecticide which kills those insects on contact.
- We will be out there for you as many as needed for your satisfaction, between visits.
- And the best part is all this will be done by our Licensed Horticulture EXPERT.

**Additional Requests**

- “ I didn’t catch all of that” if the sales rep talks continually speaks 100 words with no break.

**3 Stages of Evaluation****1- Softskills**

Did the rep build rapport with the homeowner and keep her engaged in conversation?

**2- Qualifying Questions**

Did the rep ask probing questions and qualifying questions?

**3- Solutions/Outcome**

Did the rep offer value-based solutions and get the customer to agree to add this service?