

This presentation premiered at WaterSmart Innovations

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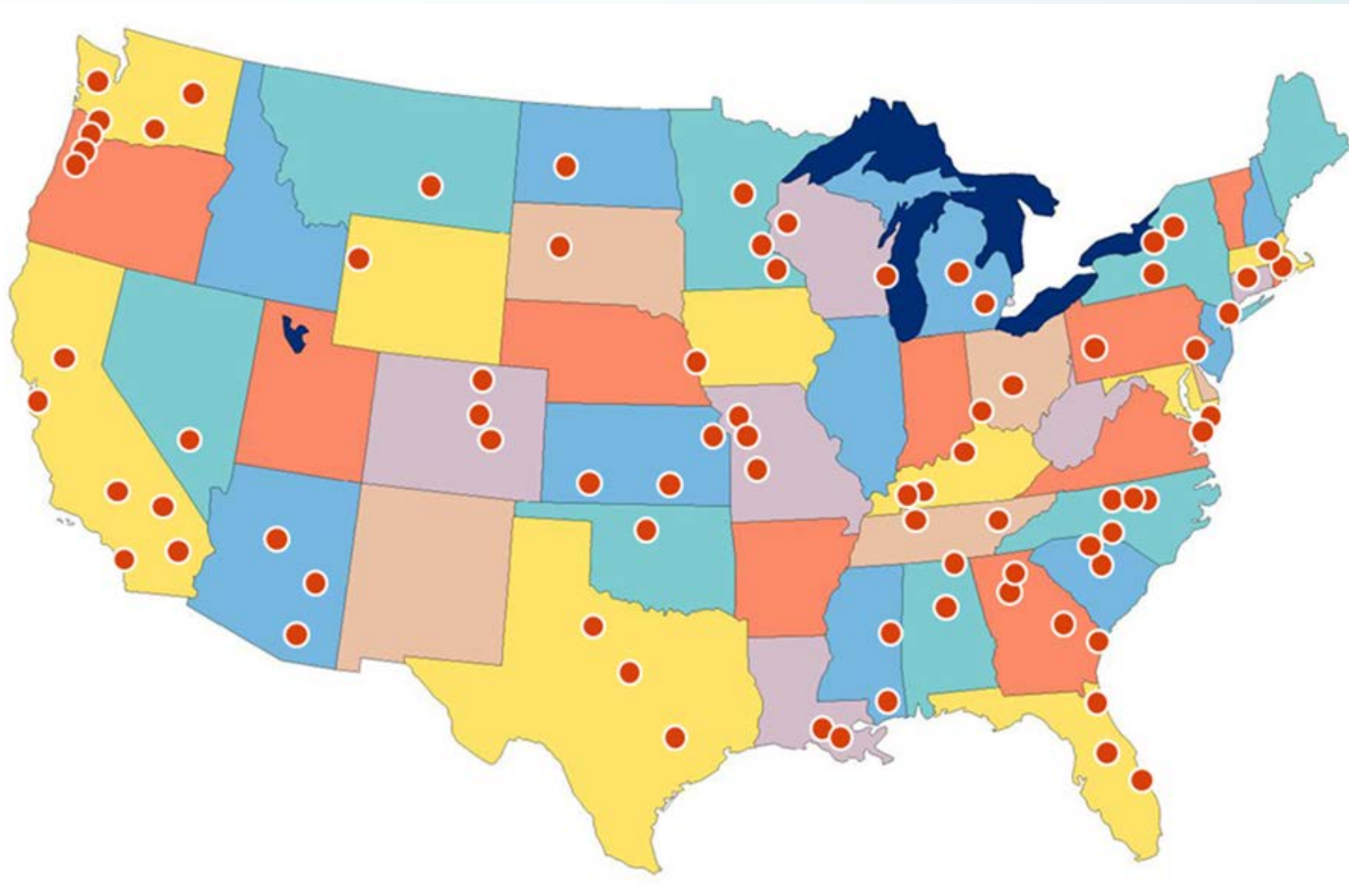


The Root of the Problem

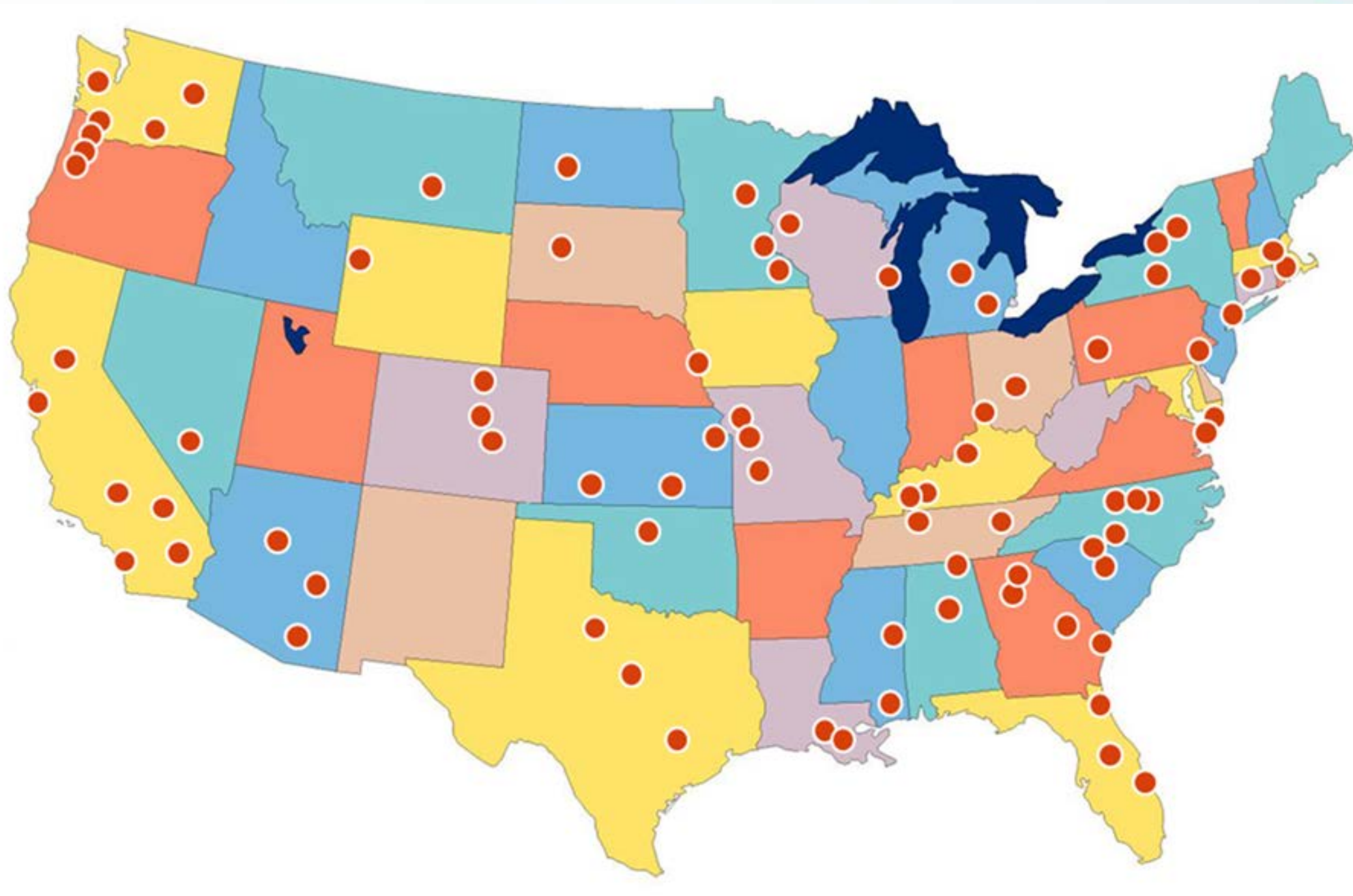
Why We Are Here Today

- Mitigating landscape water use – permanently - is a goal for most water purveyors
 - Landscape water use represents 60% of total urban water use (AWWA)
- Success remains elusive

A Decade of Market Research



A Decade of Market Research



- Residential and commercial
- >50 focus groups
- >300 IDIs
- Numerous quantitative studies
 - Landscape contractors
 - Homeowners
 - Water purveyors
 - Manufacturers
 - Trade associations
 - Property managers
 - Facility managers
 - Distributors

Common Learnings

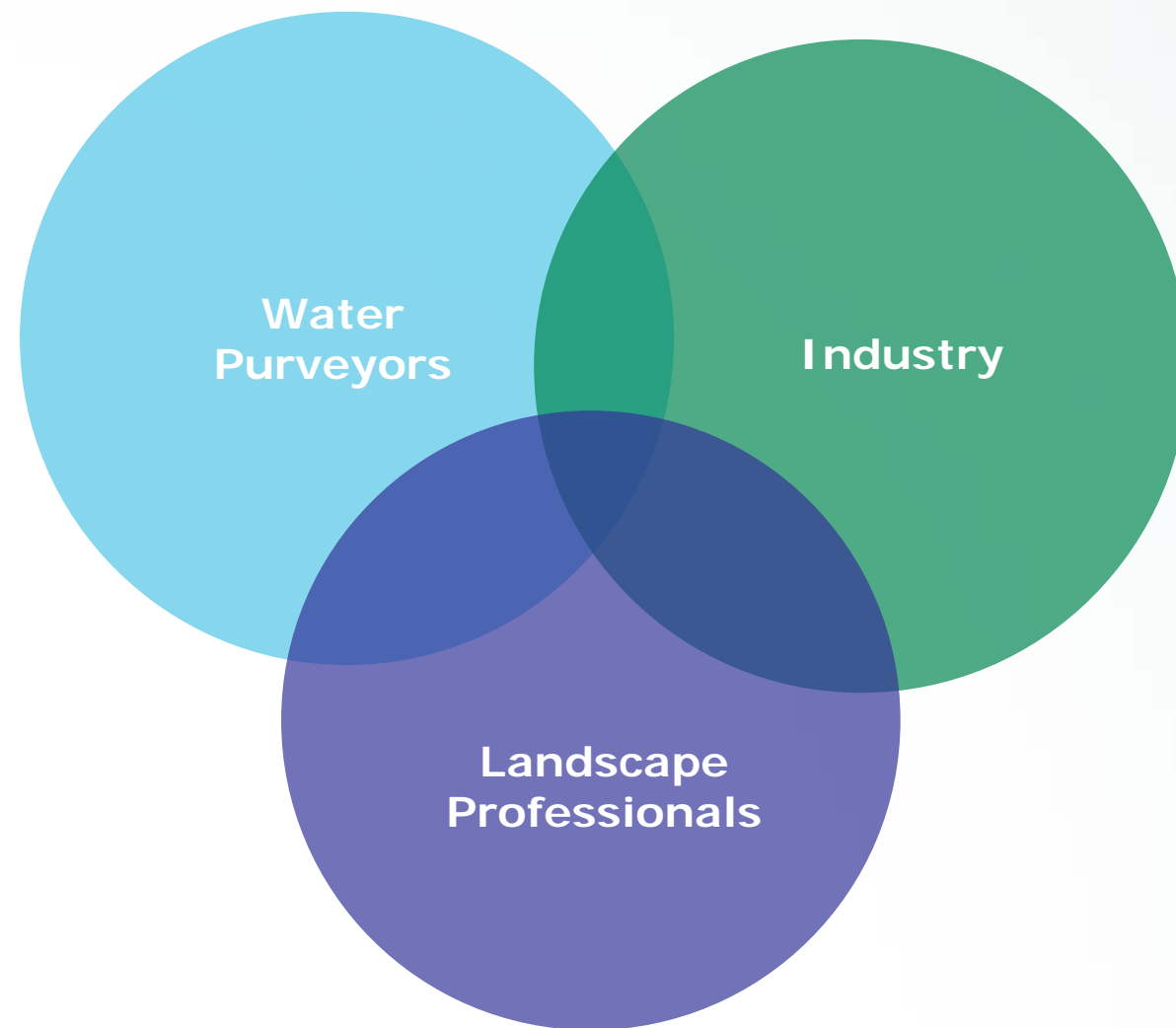
- Water conservation is important to most of your end-user customers
- They “want to do the right thing”

but...

- Think they already are
- Have no idea how much water they use
- Are confident it is the right amount
- Often don't count outdoor irrigation as part of water use
- Place their trust in the landscape contractor

What Is Missing?

The “Win-Win-Win” Partnership



How Should Contractors Think About Water Efficiency?

- Perceive landscape water efficiency as an opportunity
- Leverage it to:
 - Differentiate their business
 - Create customer satisfaction and loyalty
 - Generate referrals
 - Grow their business

WHAT IS HOLDING THEM BACK?

What is Holding Them Back?

Landscape Contractors sell on price not value

- This is what they know how to do
- They are resistant to change
- Their business is a constant struggle to survive
 - Drought
 - State and local water regulations
 - Economy – bad
 - Competition – tough
 - Margins – thin
 - Customer's mood – pessimistic

Landscape Contractors must learn to sell on value not price

Consultative Sales Training

- Awareness
- Education
- Tools and Techniques
- Practice
- Motivation

Case Study



Awareness: Water Supply

An Issue That Never Goes Away



Texas' 2nd-worst drought - 2011



Oklahoma - 2011



Georgia - 2011



Shasta Lake - May 2009



Lake Mead Marina - 2009

Education: The Water Purveyor is Your Partner

- Presentations by local water purveyors
 - Drought and water restrictions
 - Leverage their education and incentive programs
 - Lively give and take session



Tools and Techniques: The Consultative Sales Process

A professional and structured sales process

- Casts the contractor as the customer's partner, not pest
- Values listening over "pitching"
- Fully understands the customer's needs
- Measures success not by the size of the sale - but by the improvement in helping customers meet their goals
- Builds loyal relationships and referrals

Tools and Techniques: The Consultative Sales Process

Enables contractors to

- **Use “intelligent” questions** to open and sustain a conversation so he can fully understand the homeowner’s needs
- **Actively listen** to the customer (homeowner, property manager, HOA, facility manager)
- **Help buyers** discover and understand the reasons/causes that keep them from reaching their goals
- **Create a vision** of a solution, based on value, as to how this will help them achieve their needs



Tools and Techniques: Consultative Selling – Step by Step

1. Preparation
2. Rapport building
3. Getting to the root of the problem and results desired
4. Designing a winning solution
5. Presenting the client's solution
6. Gaining agreement



Tools and Techniques: The Art of Questions

- **Open-ended**
 - Can't be answered Yes or No
 - How, What, Where, Why, When, Who
 - Even better: Tell me... Describe for me...
- **Empathetic**
 - Show interest in the customer's needs, not just selling a product/service
- **Knowledgeable**
 - Based on your knowledge of the customer, the product, the competition and your differentiated service



Tools and Techniques: Solution Questions

- “How did this happen?”
- “How do you plan to fix it with your current resources?”
- “What kind of problems do you anticipate?”
- “What would you consider a good solution?”



Tools and Techniques: Closing Questions

- “At what point will you need help?”
- “What does help look like? What kind of criteria do they need to meet?”
- “So if you get help, what issues do you anticipate?”
- “How will you know it’s time to improve the landscape irrigation?”
- “How will you determine if I can help?”
- “Where do we go from here?”



Practice

- Small group workshops on case studies
- Presentations to the audience
- Role play



Motivation: Did It Work?

Q. I found the consultative sales training I received to be valuable.

R. Average Score = 4.27 out of 5; Sum of Agree + Strongly Agree = 90%

Q. I feel more motivated and better prepared to sell water efficiency to my customers and prospects.

R. Average Score = 4.23 out of 5; Sum of Agree + Strongly Agree = 93%

Q. I plan to try to sell water efficiency to my customers and prospects.

R. Average Score = 4.37 out of 5; Sum of Agree + Strongly Agree = 93%



Motivation: Did It Work?

“Thanks for your great efforts to host this valuable information sharing event! You’re helping us grow professionally and personally – excellent job!”

“It was great! Good-good-good job! Thank you for letting me attend!”

“Well done!”



Conclusion: Consultative Selling Works

Landscape Contractors

1. Want to learn how they can grow their businesses
2. Appreciate effort made to help them be more successful
3. Once shown a path to success, fully embrace the opportunity
4. Won't do it on their own without help
5. Is only part of the water conservation solution



Thank You

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