



Professionals Update

April 2016

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Greetings!

How do you develop responsible, trustworthy and accountable employees?

For many small business owners, the challenge of building a stronger team starts with YOU!

The number one reason why employees don't accept responsibility and "self-start" on key tasks is they don't know exactly what to do.

Here are 4 ways to be a better leader to your team:

1) The assignment is clear when they can explain it to you. First tell them, show them, and make a list of steps or materials. Then ask them to explain it back to you! Going too fast through the instructions or not asking for confirmation is a common mistake in delegating.

2) Use a scorecard to track progress. Everyone likes to know what they're being measured by. Establish what results are expected and by when. Then measure progress to goal.

3) Don't control, instead coach. The more you control, the less team members have to think. Instead, give your crew tips. Ask them questions. Engage their thinking



4) Reward successes. Recognize and praise when a job is well done. Look for the good instead of always finding what's wrong.

Commit now to build a stronger team this season!

North Florida Irrigation Equipment



Click for April Specials

Thanks to North Florida Irrigation Equipment, you pay only \$50!

List Price is \$620 for two classes.

Rain Bird Services in Cooperation with North Florida Irrigation Equipment



Use promo code NFIEJAX when registering to attend these classes for only \$50!

Jacksonville, FL

North Florida Irrigation Equipment
3200 Powers Avenue • Jacksonville, FL 32207

April 25, 2016

Class Title	IA CEUs	List Price	Hours	Monday
Factory Trained Classes				
ESP-LX (Series) Operator	4	\$310	8am - 12pm	•
Decoder Technician	4	\$310	1pm - 5pm	•

Register now! Class size limited to 24 students. Lunch is provided.

Deliver Rid O' Rust with Spring Start-Ups

If you have ever installed an American Hydro Systems Rid O' Rust system, then you know the tank needs to be refilled every few weeks. We know it's really tough to deliver preventer formula during the season. You have a busy schedule. *We get it.*

Before you tell your customer to visit a distributor for refills of preventer formula, think about this: You lose \$200 in sales per year for every customer sent to the distributor. You can't set up a delivery route, but you don't want to give away sales either; so what is a smart contractor to do?

The solution -- deliver Rid O' Rust preventer at spring start up! Most customers will fill their tank 2-4 times a year, so deliver it all at the beginning of the season. It's a win/win for everyone: You get the sale without extra trips AND you are providing over-the-top service and value to your customers. The customer gets the juice he needs without leaving the house. In fact, he can refill his tank in his jammies, if he wants.

So inform your Rid O' Rust customers that you offer seasonal Rid O' Rust delivery, load your service truck with preventer formula, and make more money with virtually no extra work.

For more information, contact us, or visit www.AmericanHydro.com.



On-Site Stormwater Retention Solutions from NFIE

StormTech chambers from ADS reduce the overall installed costs of underground detention systems. Now you can meet the land-use requirements and overall budgets of your projects by utilizing ...

- The most cost-effective subsurface detention/retention system
- High quality injection molded polypropylene chambers
- The only chambers designed to meet all the AASHTO requirements for live load and earth load design
- Large storage volume per sq.ft. (StormTech can fit in similar footprints up to 60" pipe)
- Lightweight chambers for easy construction and superior production rates for installation of underground system.



StormTech chambers bring a new level of practicality and efficiency to subsurface stormwater installations. StormTech chambers nest and stack neatly for efficient transport and storage and can be hand-carried into position by only two people. Other systems take up valuable work space at the job site and require heavy equipment to install.



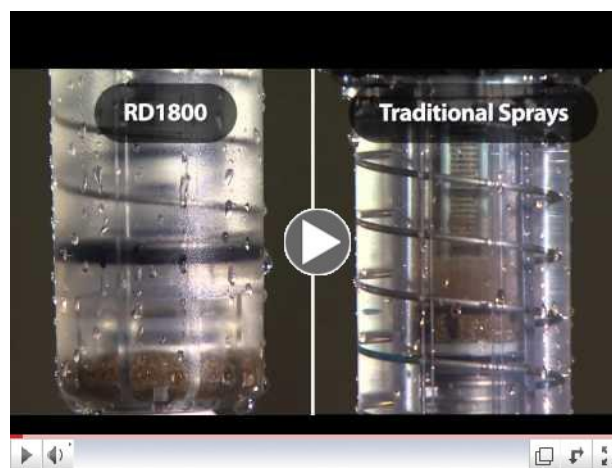
This is a special order product. [Learn more about on-site stormwater management by ADS here.](#)

RD 1800 - The New King of Sprays

As the next evolution of spray heads from Rain Bird®-the industry leader in sprays-[RD1800 has set a new standard](#). Designed with the harshest conditions in mind, it's built to provide ultimate durability to outlast any challenge in potable and non-potable settings:

- **Prevent Stick-Ups and Protect Internals:** With a patented Triple-Blade Wiper Seal that precisely balances flushing, flow-by and debris protection, RD1800 optimizes performance and durability in all soil types.
- **Save Water:** With patented Flow-Shield™ Technology that creates a low-flow service indication stream any time a nozzle is broken or removed, you can respond to damaged nozzles quickly.

Ask us about Rain Bird RD1800 spray heads, and install unrivaled durability on your job sites.



Handy App Helps You Estimate Solvent Cure Times

Download the Weld-On Toolbox app on your mobile device (iPhone / Android) to estimate PVC solvent set and cure times anywhere at your convenience. Calculators and chart values are for general reference only. Field conditions and pipe and fitting dimensions can vary these times significantly.



In damp or humid weather, always remember to allow 50% more set and cure time.

[Get all the tips here.](#) Reference our Set and Cure Time Table at weldon.com/setcure_timetable or for our new mobile app, visit weldon.com/technicalsupport

Kichler Tip: Promote Your Business in a Minute or Less

"Tell me about yourself." Helping people understand what you do is a critical part of sales and business development. Enter the "**elevator speech**": a concise message about your company that can be delivered in less time than your average elevator ride. Remember these tips when drafting yours:

- **Keep it simple.** You should be able to deliver your speech in 60 seconds or less.
- **Emphasize the benefits** of high quality landscape lighting, including aesthetics, security and enjoyment. For example, landscape lighting extends the time in which a property can be enjoyed to after dark and adds a sense of safety.
- **Pick ONE thing.** Focus on what sets you apart. Ask yourself: if you could choose to have your customers remember you for one thing, what would it be? Work this into a benefit statement about your company to close off your speech.
- **Prepare more than one speech.** If a prospect is interested in landscape lighting, you don't want to deliver a speech that speaks primarily about your irrigation services. Craft different speeches for any need: a general one for your business, and one each of the services you offer, like landscape lighting, irrigation, maintenance, etc.

WHO ARE YOU?

Free Video Series Gives You the Knowledge You Need to Install Drainage This Season

NDS provides contractors with the most informative tools in the drainage industry.

NDS has created a video series that has been designed to take the contractor through three crucial steps to fix drainage problems:

- Identify current or potential drainage problems
- Calculate how much runoff water you need to plan for
- How to identify and properly size a solution that will work for you.



NDS: Drainage Leaders since 1980

In an upcoming six-part series, the NDS resident civil engineer, Dr. Drainage, walks you through how to calculate runoff, store runoff, size your catch basin and determine what drain pipe to use.

[Click here to see the full series on YouTube.](#)

In addition to these videos, NDS has created a series of [online calculators](#) that make it easy for contractors to plug in information from their jobsite and it helps you calculate drainage for your dry well, French drain, and drain pipe.

For more information please visit the [NDS contractor website](#) to sign up and receive a starter package that includes training and marketing materials or [visit their YouTube channel](#) for extensive installation videos and helpful product overviews.

Do You Follow Up Fast Enough?

Don't neglect opportunities that are available to you

Every sales lead you receive comes at a cost. You spend a lot of time and dollars to generate new business. So why are you neglecting to follow up?

In today's climate, you would think that companies would be jumping on every opportunity. But many lack the systems and the motivation to turn inquiries into dollars.

Understand quality leads have a short shelf life. Customers are picking up the phone or clicking on your web site because they want something now. Procrastinating on follow up simply gives your competition a chance to get ahead of you in the sales race.

Recognize opportunity appropriately. Sometimes leads don't come in the form of a voice message or web site form. Often they're more subtle. For example, a customer might say "I'd really be interested in landscape lighting like you did for Mrs. Searcy." Sounds like opportunity, right? Dig deeper. Show interest. Then follow-through!

Follow a process. Set up a simple system to turn warm leads into buyers.

Use a calendar to remind yourself to stay in touch. And make use of new tools like e-mail marketing to make sure they stay up to date on your offering. Remember it's not a "no" until they say so.



Remember They Want to Buy

Agonizing over a sales presentation? Don't. The prospect called you for a presentation. Assume they're going to buy and get on with it.

Few consumers have time to make appointments with multiple companies and to sit through multiple boring presentations. They want to find someone who can take care of their need and get on with it.

Some customers have a tough time making decisions. Be a consultant and make recommendations. Help the customer choose the best options.



Use an assumptive close approach. Don't whip out the contract and ask for a signature. Instead, talk about "next steps" (when to start, where the workers should begin, where the materials might be staged when delivered).

You'll be surprised how often you get the order!



ONLINE TRAINING PORTAL

Training Made Easy



Our training portal is a valuable resource that provides you access to the industry's best knowledge base on every aspect of operating a contracting business.

- From the convenience of your computer or tablet, you have access to a rich catalog of courses and educational content.
- Learn anytime, anyplace with access to the portal 24/7.
- Make your employees more productive by registering each of them in on-going education.

Visit our website to register today!

April Specials

RAIN BIRD

Buy a ESP4ME or ESP4MEi
Get a **FREE** Rain Sensor



OFFER EXPIRES APRIL 30, 2016

BOGO!

K
RAIN

IRRIGATION SOLUTIONS
WORLDWIDE™

Buy 10 Rotary Nozzles, Get a bag (10) **FREE!**

(Limited 30 nozzles per company)

Buy a BL-KR 1Sta. battery controller
Get a Latching Solenoid **FREE!**



OFFER EXPIRES APRIL 30, 2016

ROUNDUP

Ranger Pro

2.5 gal.

\$39⁹⁹ ea.

(case qty. only)

Ranger Pro

2.5 gal.

\$48 ea.

(less than case)



QuikPro Dry

6.8 lb.

\$66⁹⁹ ea.

(case qty. only)

QuikPro Dry

6.8 lb.

\$79 ea.

(less than case)

OFFER EXPIRES APRIL 30, 2016

MULCH

50810	Cypress Mulch (Blend) 3 cf.	\$3⁰³
50815	Colored Mulch (Red) 2 cf.	\$2²⁶
50816	Colored Mulch (Gold) 2 cf.	\$2²⁶
50820	Pine Bark (Mini) 3 cf.	\$3⁰³
50821	Pine Bark (Standard) 3 cf.	\$3⁰³
50827	Pine Bark (Fines) 2 cf.	\$2²⁷
50823	Pine Straw (bail)	\$3⁷³



OFFER EXPIRES APRIL 30, 2016