



Professionals Update

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Greetings!

The heat is on. The spring rush has long passed. The dog days of summer have arrived.

Long days, stress and heat exhaustion can all drag on your team's motivation.

Here are some ways you can combat a summer slump:



- **Recognize the reality.** Every landscaping business faces the challenge of maintaining full capacity in the late summer. Pace yourself. Resist the urge to take on too much when co-workers are taking time off. Schedule some short blocks of fun for yourself.
- **Change your work environment.** Hold meetings outside or in a different location. Grab your laptop and work away from your regular desk. Enjoy the vibrancy of the season while opening your mind to new ideas.
- **Put meetings in motion.** Hold a walking meeting or otherwise change up your weekly meeting routine. Consider holding a mid-year off-site planning session where your team can plot your fall strategy and explore the potential to offer new services. Map out upcoming marketing campaigns.
- **Rethink breaks.** Diving into a full schedule after a long weekend isn't a good plan. Instead take some extra time to get organized before leaping back into the full workload.

Have a great August!



Click to view August Specials

6 Ways to Keep Customers More Loyal to Your Company

You know the old maxim, "it's easier to grow existing customers than to find new ones." But keeping customers loyal can be a challenge in a competitive market. Here are 6 ideas to help you keep your customers more loyal:

How to Keep Your Customers Coming Back



1. **Be reliable:** Customers consistently say the best contractors are the most reliable ones. Keep your promises. Be on time.
2. **Return phone calls, emails, and texts promptly:** Yes, customer calls can be painful. Promptly replying to an inquiry (within 24 hours should be the benchmark) demonstrates that you care.
3. **Think helpful.** Helping is more important than making a sale. It creates trust that gets customers to come back and to recommend you to their friends.
4. **Find out their additional needs:** Ask what needs the client may have and see if you can help them with these needs or if you can refer them to someone who can.
5. **Keep in touch:** Don't just contact them at contract renewal time or when it's time for a seasonal service. Touch base regularly. Send cards, thank you notes, e-newsletters, etc.
- 6: **Make it impossible for them to leave:** Do your job so well that it makes it seem foolish to the customer to look anywhere else

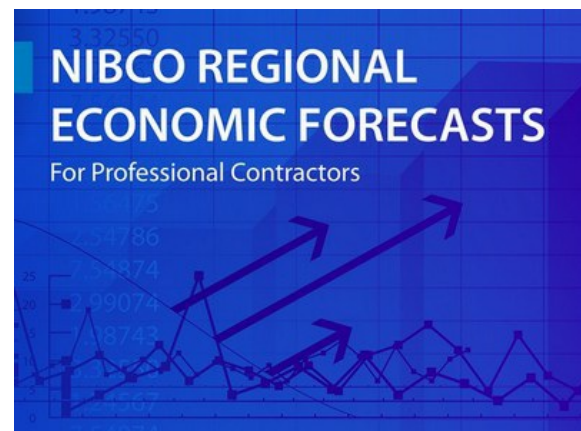
NIBCO Releases 3rd Quarter Economic Forecast for Landscape & Irrigation Professionals

How will the economic outlook for our region impact your ability to capture summer installation work?

Leading industry supplier NIBCO has commissioned nationally-recognized economist Andrew Duguay to provide us with regional forecasts specifically targeted to the landscape and irrigation professional.

Get valuable insights to help your planning for the busiest months of the season.

[Click here to view the PDF report.](#)



Legendary Performance: NDS Catch Basins & Grates

Designed for years of trouble-free service, NDS offers a complete line of [catch basins and grates](#) for residential and commercial stormwater management solutions.

NDS catch basins have sump areas that collect debris and prevent clogging of the pipeline, and grates are available in a variety of patterns and colors to blend in with surrounding surfaces.

We offer round, square or atrium grates to fit with catch basins.

The exclusive 1200NGB next generation catch basin is a 12" x 12" catch basin that has unique inlet / outlets with three adjustable positions. The basin can accept pipe at various elevations and sizes using universal outlet adapters to accommodate the job's needs. The 1200NGB catch basin allows for greater flexibility during drainage installations, saving time and money.





Regency Wire Training Video: Avoid Call-Backs by Using Proper Wire Splicing Methods

What are the right ways and the wrong ways to make waterproof wire splices?

What will happen to a splice that isn't waterproofed?

What common mistakes do professionals make in splicing wires?

Regency Wire answers these questions and more in their [NEW free training video for irrigation professionals](#). Check it out and be sure to share it with your team!



Try 750 Hot Weld on Your Next Project

Grab the new 750 HotWeld from the industry leaders in solvents, Weld-On.

HotWeld comes from over 50 years of market leadership including over 40 years of experience manufacturing blue glue.

HotWeld Blue is a medium bodied, fast setting, high strength, Low VOC PVC solvent cement. It is suitable for use on rigid PVC with interference fit Sch. 40 thru 6" and Sch. 80 thru 4". It is a premium, hot blue formulation for irrigation, DWV, pool & spa, plumbing and non-pressure application.

All of Weld-On's formulations are low VOC.

Weld-On offers unmatched customer support including training, trouble-shooting and a live technical hotline.



Get More Done by Delegating Effectively

Your team members can help lighten your load. Why not free yourself up for more important and critical tasks? Enjoy greater productivity for yourself and your team with better delegating. Here are some tips



Be clear. Imagine how the person needs to understand the task. Think about the steps involved, the other team members involved, the information that will be needed, the supplies/tools needed, and the customers involved. Write out everything that you would like as a way to remind yourself to outline the task.

Be aware. Consider the employee's skill levels, level of motivation and workload. Pick the best person for the task.

Give authority. Learn to empower. Let the employee know you're giving him/her the power to do the task. And then let him/her know the result that you expect.

Check for progress. Before the deadline, check in to see how things are going. Give them time to iron out confusion or make changes. Encourage open communication, so the employee can ask questions or bring up concerns.

Evaluate results. When the task is complete, discuss the outcome. Give feedback on successes and needed improvements. Praise, offer constructive criticism and support.

Offering Customers a Drainage Option Now Gives Them the Benefit When They Need It Later!

Quoting a landscaping project? Offer the option of landscape drainage. Surveys show that homeowners appreciate this recommendation and over half of the owners surveyed said they purchased the drainage option when it was offered.

Let us show you how drainage can be a valuable and profitable add-on to landscape projects.

- Help prevent future problems
- Control erosion and washouts
- Keep water away from structures
- Add peace-of-mind for your customer



We offer a complete range of drainage solutions from [ADS Drainage](#) including pipe, fittings, catch basins, grates, culverts, leaching wells and more.

Savvy contractors are adding a drainage option to landscape bids for every project to prevent future problems and provide property owners with added peace-of-mind.



Ask us about drainage solutions for your next project.

How Non-UL486D Listed Connectors Put You and Your Business at Risk

It's just a twist-on wire connector, how different could one really be from the other? The answer is miles apart. Especially when working in potentially wet, damp or direct bury locations, using a connector that is UL 486D Listed is fundamental to the integrity of the connection and the functionality of an overall irrigation or lighting system.



Choosing a non-UL connector can really put a contracting company at risk. Here's how:

1. **Liability:** Using a connector not approved by a reputable source (UL) means the risk of injury or property damage increases exponentially. If an injury or property damage occurs due to a faulty connection, the company who installed that system can be held liable.
2. **Compliance:** A non-UL Listed connector puts the entire system at risk of non-compliance with national and local codes.
3. **Reputation:** In this world of online reviews and smarter consumers, sacrificing quality is not an option. One non-UL connector failure could destroy an entire irrigation or lighting system...and take your reputation down with it.

King Innovation's [DryConn® Black Series Wire Connectors](#) have the coveted UL 486D Listing. They have endured rigorous testing to confirm they are completely waterproof, direct bury, corrosion proof, UV resistant and compliant with all UL 1838 landscape lighting systems. [Take a look at the video to learn more about DryConn Black Series Connectors!](#)

August Specials

RAIN BIRD.

Buy an ESP4 MEi
Get a bag (25) of
Fixed Pattern Nozzles
FREE!



OFFER EXPIRES AUGUST 31, 2016

K
RAIN.

IRRIGATION SOLUTIONS
WORLDWIDE™

\$10 off
Case (20) Rotors



OFFER EXPIRES AUGUST 31, 2016



Take an additional
12% off!

FWAS 024 Flo Wells
(24 x 28)

PLUS

Get a 460 Emitter
or
6" Single outlet
Basin and Grate
FREE!



OFFER EXPIRES AUGUST 31, 2016

NEW!

Broan
NuTone
haven.

Backyard Lighting &
Mosquito Repellent System

Repellent Fixture
with Repellent
(HVRFABR)

\$99

(Covers 120 sf.)



OFFER EXPIRES AUGUST 31, 2016

**PUMP
SALE**

1 HP Pearl
JCC10F16P
Jet Pump
\$195 each

While supplies last!



OFFER EXPIRES AUGUST 31, 2016