



CHRISTENSEN'S PLANT CENTER

Wholesale Supplier To Landscape Professionals

It's going to be good... ...make it better.

Early indications are that this is going to be a great year. Most everyone I have talked to seems to be signing work and many are already booked into summer. It wasn't like this a few years ago and it feels good to hear about the early success. Early success is good, but we cannot be content with it, we have to look to later this year and even into next year or the next five years.



When times are good, it feels that selling is easy - especially in the spring. The phone rings, you meet the client, and they buy. Then the season starts and we all get pulled in different directions and it is hard to keep our heads above water. We have to keep selling but we sell what is easy. We know people like tumbled pavers, so we offer them tumbled pavers and they buy tumbled pavers. It works, but is it the best choice for that project; the rest of the year; or the future? Not really, we should use the strong market conditions to do something different. Use the strong market conditions to sell unique products that are going to transform your projects into something exciting. People are buying, why not sell them something different?

In the last few years the diversity of hardscape products available has increased in selection, technology and style. The hardscape contractor and ultimately their clients have more options than ever. We all need to promote these options because using them will help create projects that look better longer which will result in better referrals and in a lot of cases add more to the bottom line. You may ask "how would this impact the bottom line?" - you need to start making more profit on the projects. Premium products do this because they warrant a premium price.

You may prefer to make the easy sale but is that setting you up for success in the future? By selling the same old paver, even though it is easy means you will install the same old paver. Your projects will look the same while your competitors will look unique. We need to sell different products so we become comfortable selling these products, we all sell what's comfortable. Everybody is comfortable selling a tumbled paver because they have sold it in the past, but there was a time when people weren't comfortable selling a paver that "looked like it fell off the back of a truck." We all learned about it and how well the tumbled paver looked and sold it for the next twenty years.

That will ultimately happen with new paver technology. The awareness in the market will grow and we will become comfortable selling it. Make this your year, take a few minutes to learn what is new and why it is better. It will help you construct projects worth more and position your company to succeed in the future. Stop in and let us show you these new products.

Good luck, happy selling and have a great year.



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