

Exercise: How do we find the right customer?

Let's talk about each type of client:

Commercial Clients

Let's say you have several clients in a one-mile radius that are restaurants. You've worked with these companies for years and they love the way you do business.

- Could you get them to write a letter on their letterhead endorsing your work?
- Could you send a letter to the locations in these areas that you currently don't work for introducing yourself and telling them you'd love to work with them, and that you have several happy clients in the area?
- Could you ask your current clients to make a call for you, and if you get the work, you'll give them a free application?
- How would the whole experience go?
- Other ideas???

Residential Clients

Letters work well here.

- Have your client send the neighbors a letter; you don't know if you don't ask.
- Stop and say hello to everyone you see.
- Get fly swatters with your company name on them and hang them on doors in the neighborhoods you want to work in.
- Find an angle that would make the neighborhood take notice.
- Your ideas???

Exercise: How do we find the right customer?



GRUNDER
LANDSCAPING CO.

Hello and congratulations on the purchase of your new home!

Your first priority has probably been to settle in and to personalize the interior of your home. If you're new to the area, becoming familiar with all that the area has to offer has probably also been high on your list. Perhaps now is a good time to, consider talking to us about ways Grunder Landscaping, could make your landscaping and exterior entertaining areas a better reflection of you and your needs.

We have been in business for over 25 years, providing expertise in landscape, water feature and hardscape design and installation. We also offer outdoor lighting design and installation, landscape clean up and maintenance. Ask your neighbors if they know about us—much of our business comes from happy clients who recommend us to their family and friends.

It's not too early to talk to us about ideas you might have for 2010. Winter is a great time for our designers to put more "dream time" into your plan. Our spring schedule fills quickly. Please call our office and ask to talk to one of our landscape design consultants to find out how Grunder can help turn your house into *your* home!

Thanks and have a GREAT day!

Martin J. Grunder, Jr.
President & CEO

PS: Think spring!

Fine Landscaping for Fine Homes®

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