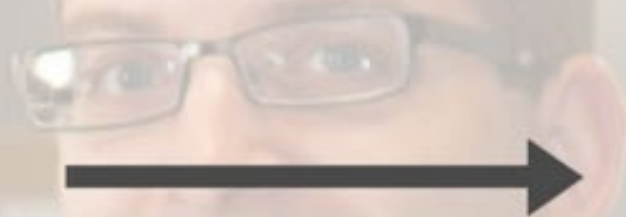




LESSONS FROM THE GREEN
INDUSTRY BENCHMARK REPORT



HELLO, MY NAME IS

CHAD

THE WASTE
SOLUTION





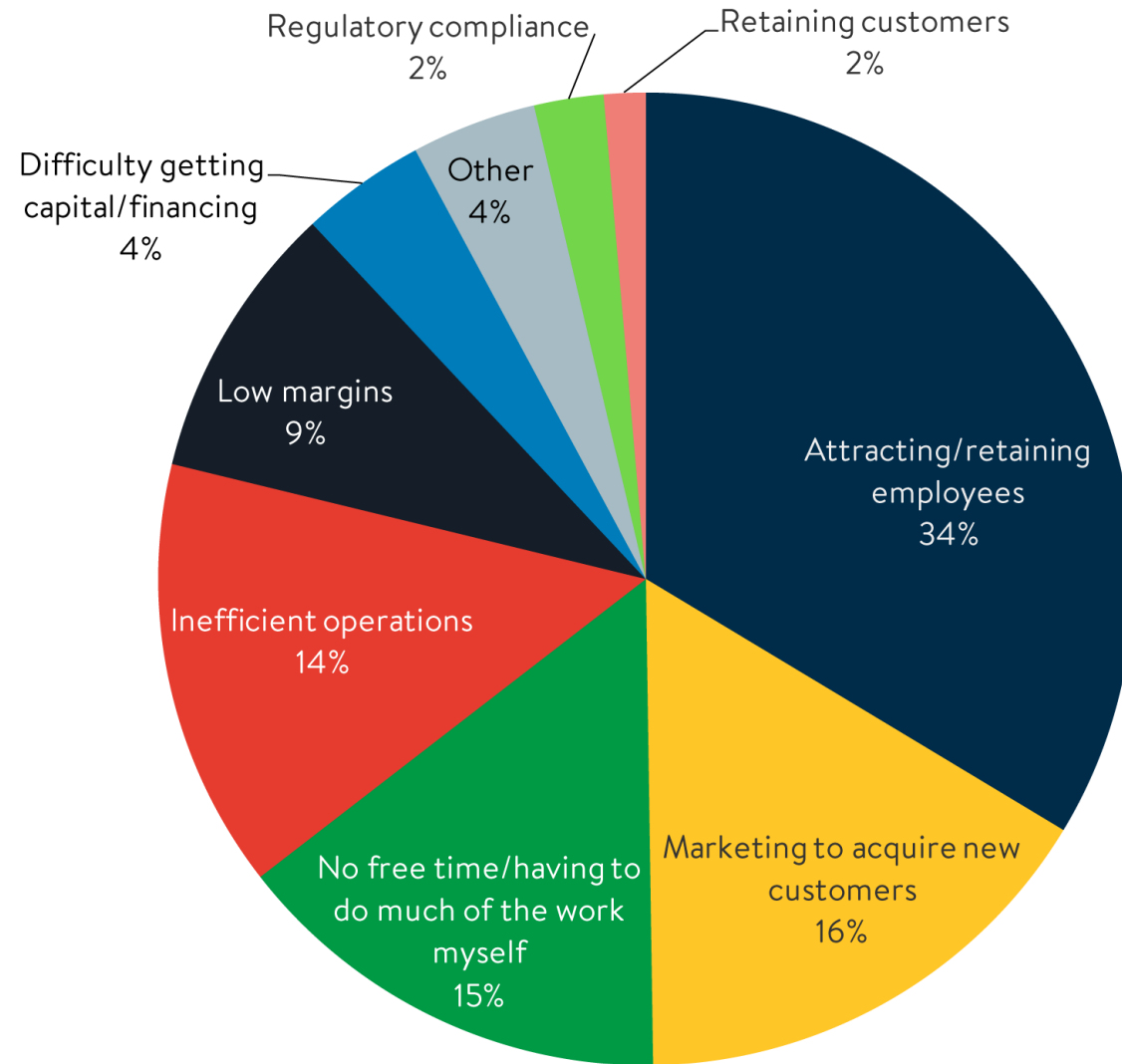
If I could improve one area
of my business it would be?

#1

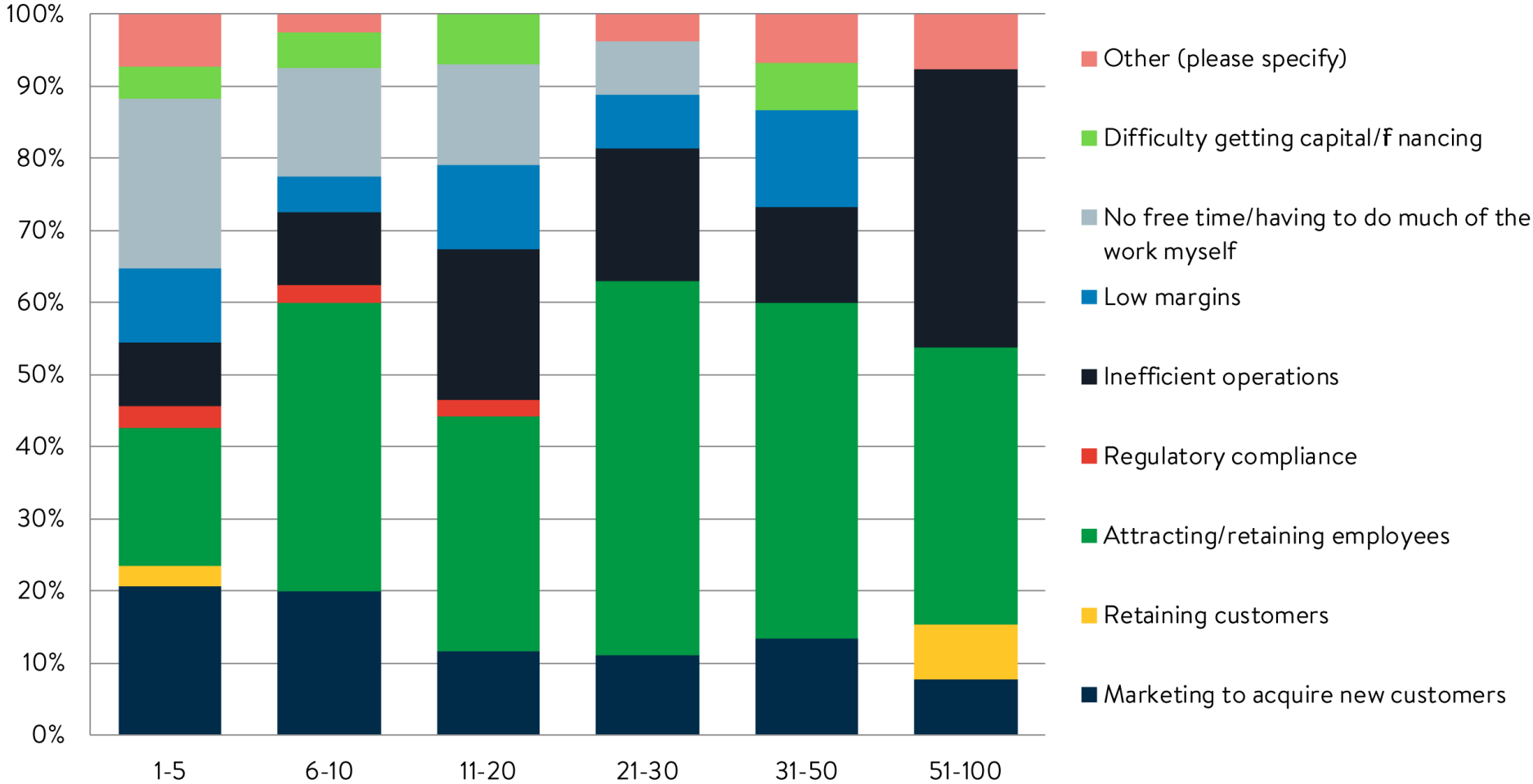
There's a labor shortage in the green industry.



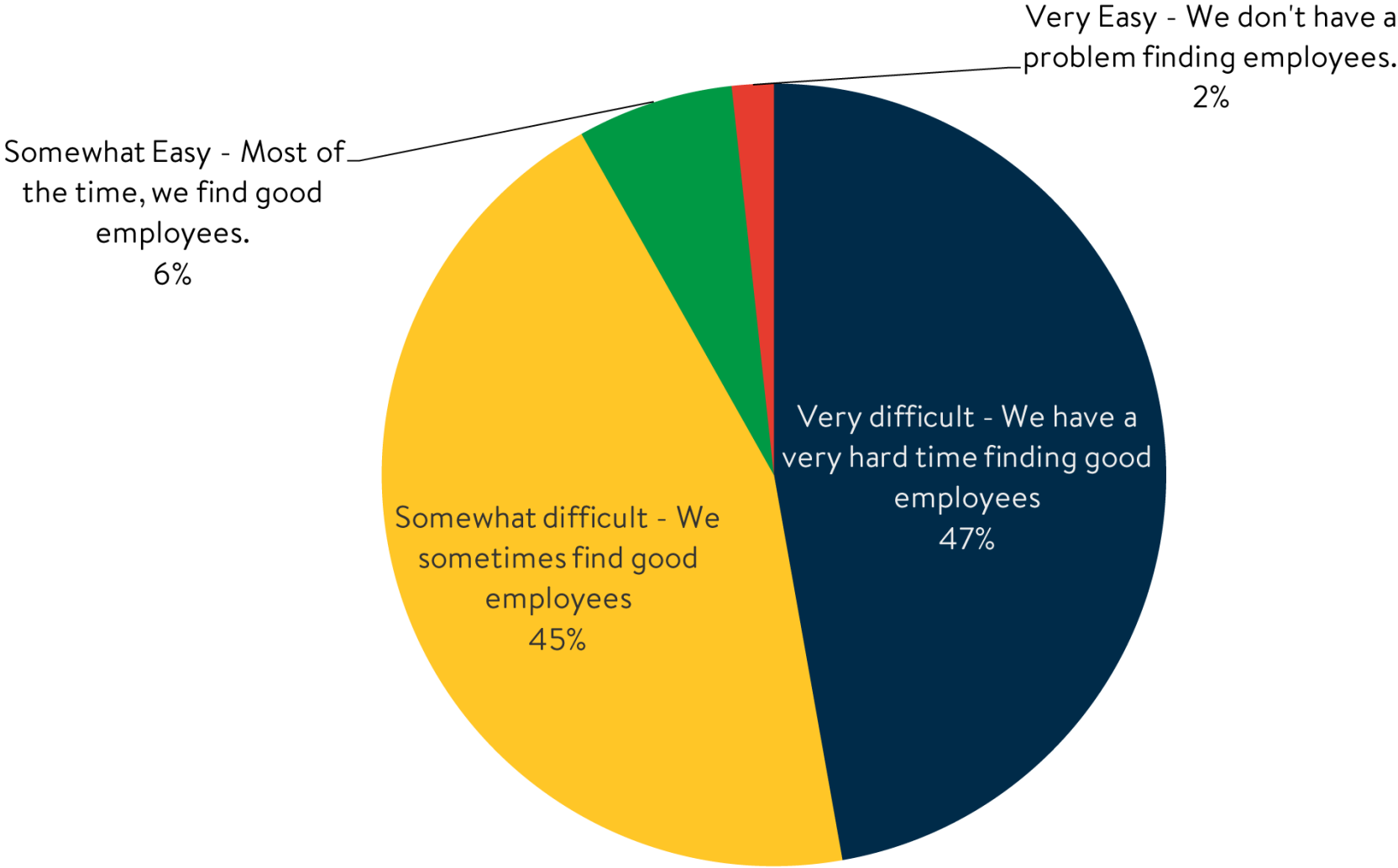
If I could improve one area of my business, it would be



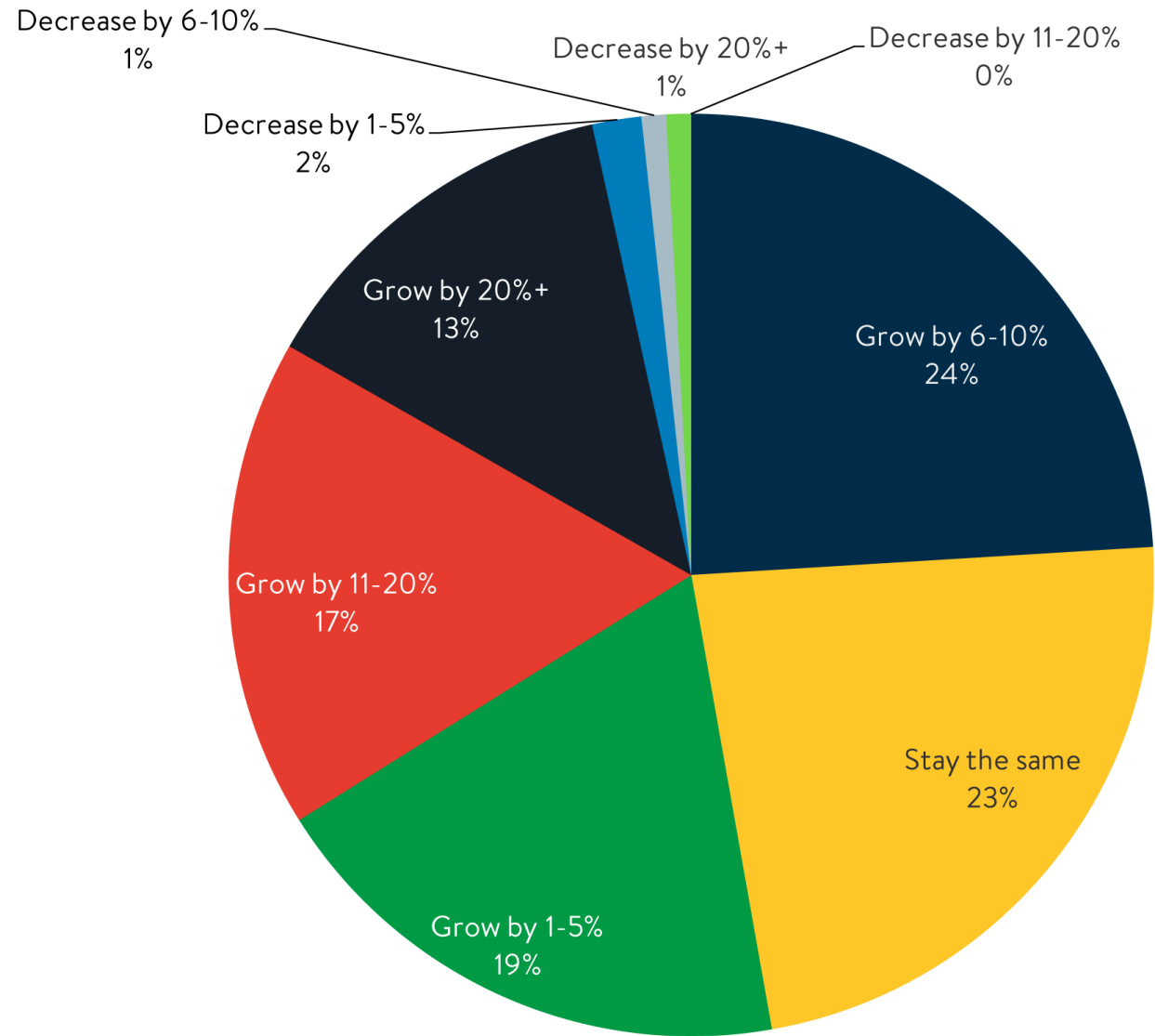
If I could improve one area of my business, it would be

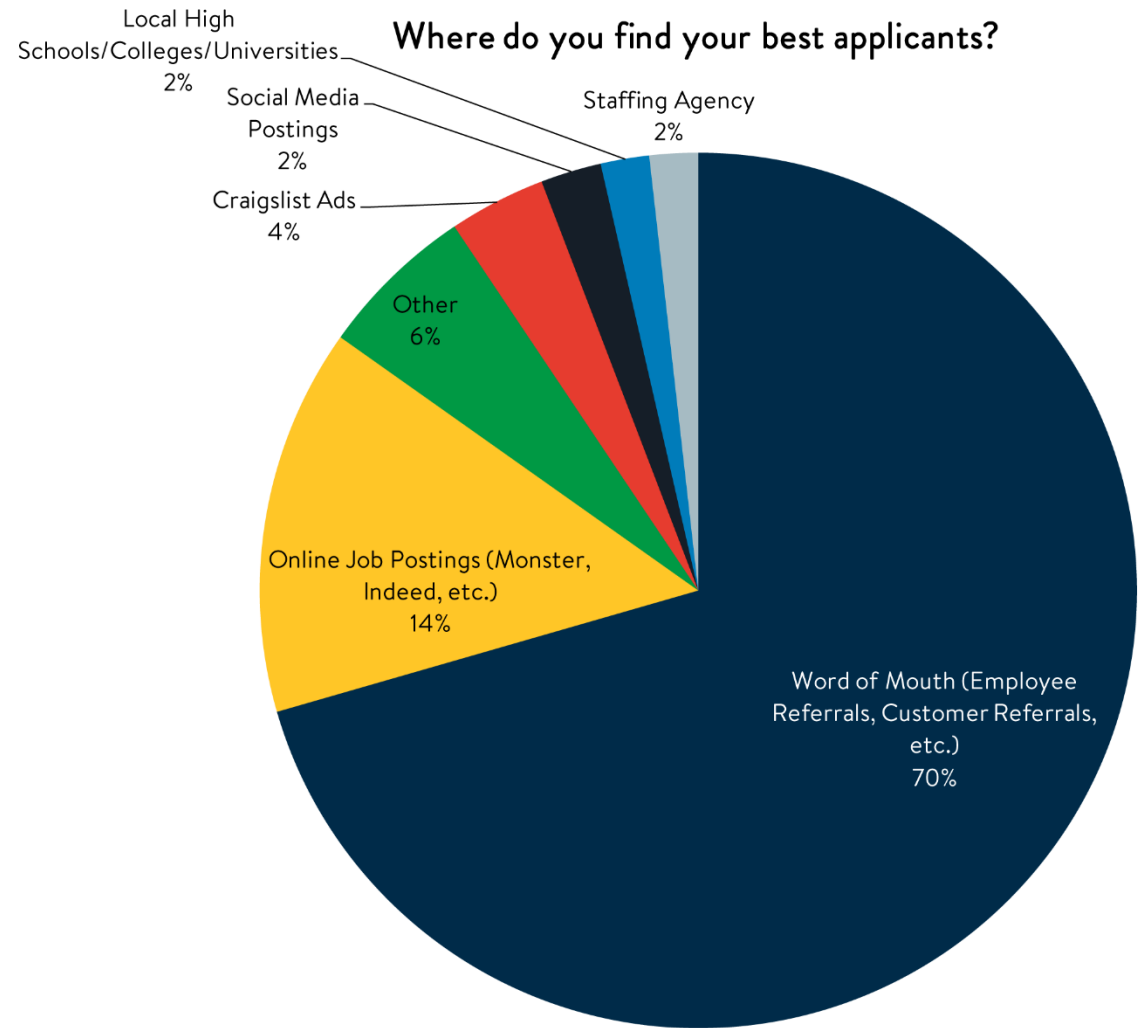


How hard is it for you to find good employees?



In 2019, my business expects our staff to:







You may have to pay more to attract and retain employees.



Don't be afraid to experiment.



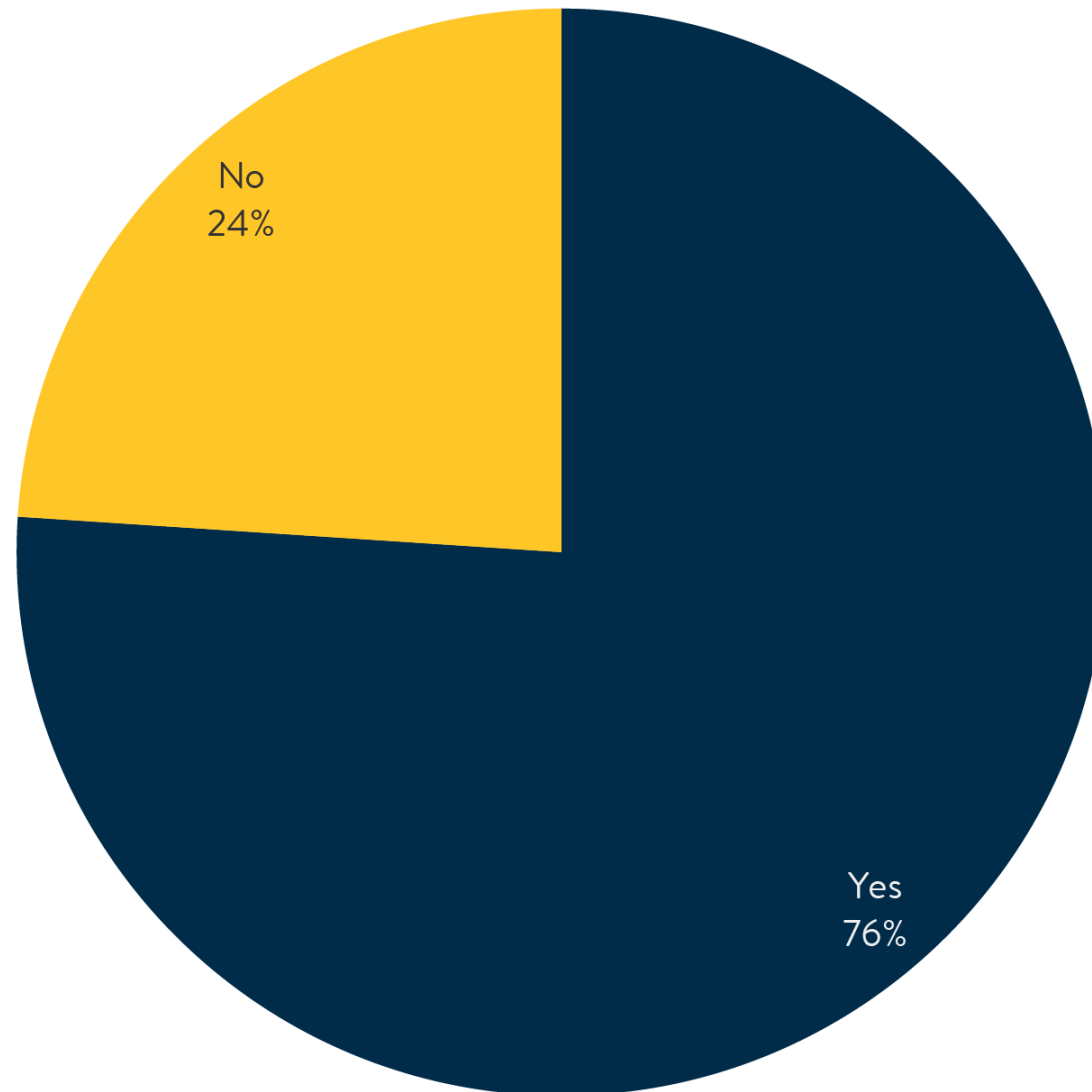
Focus on your culture.



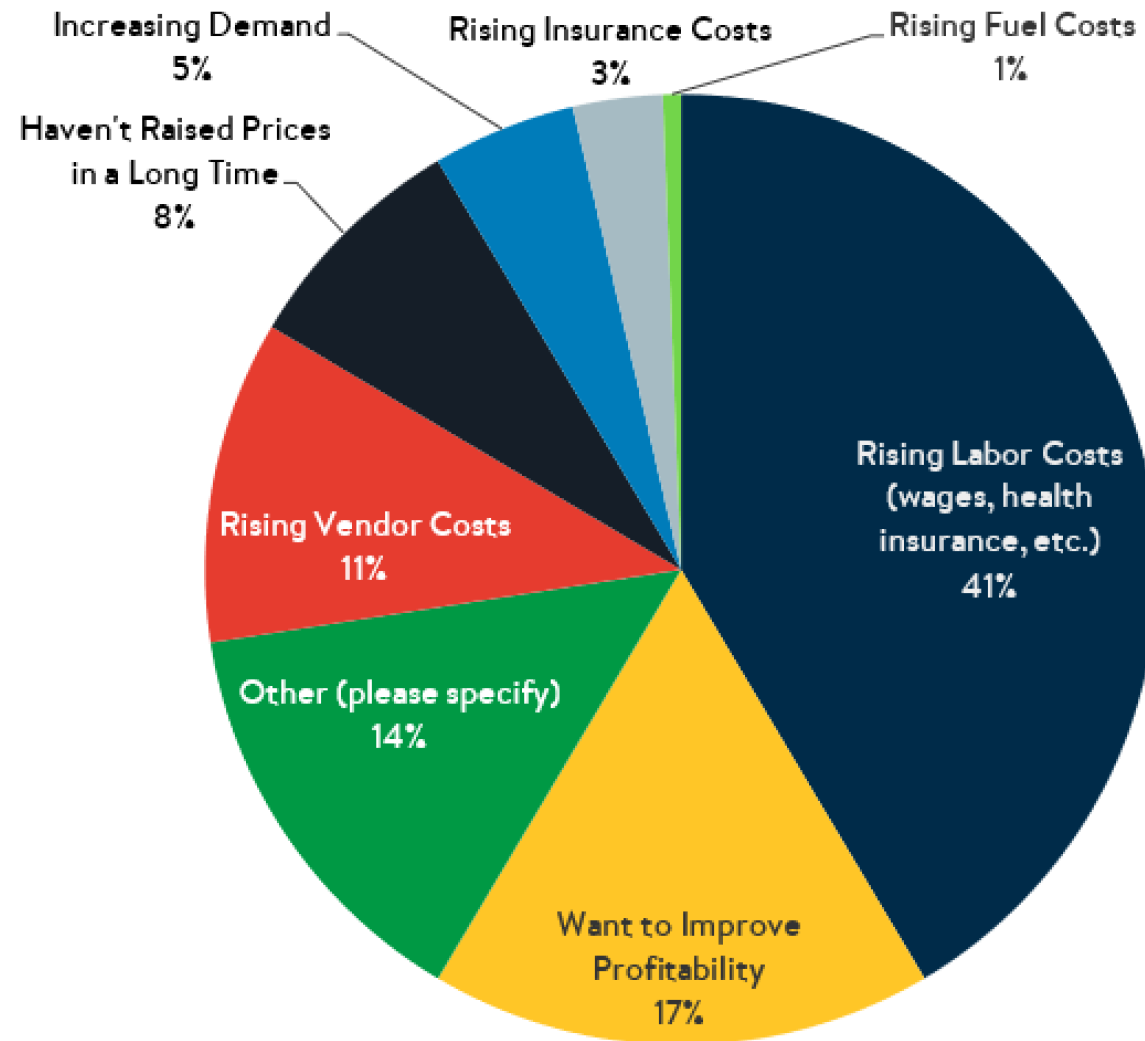
#2

Businesses are raising prices.

Do you plan to raise prices in 2019?



What is the primary reason you're raising prices?



0101

1001

Know your numbers.



Reiterate your value.



Offer reduced rates on long-term or pre-paid contracts.

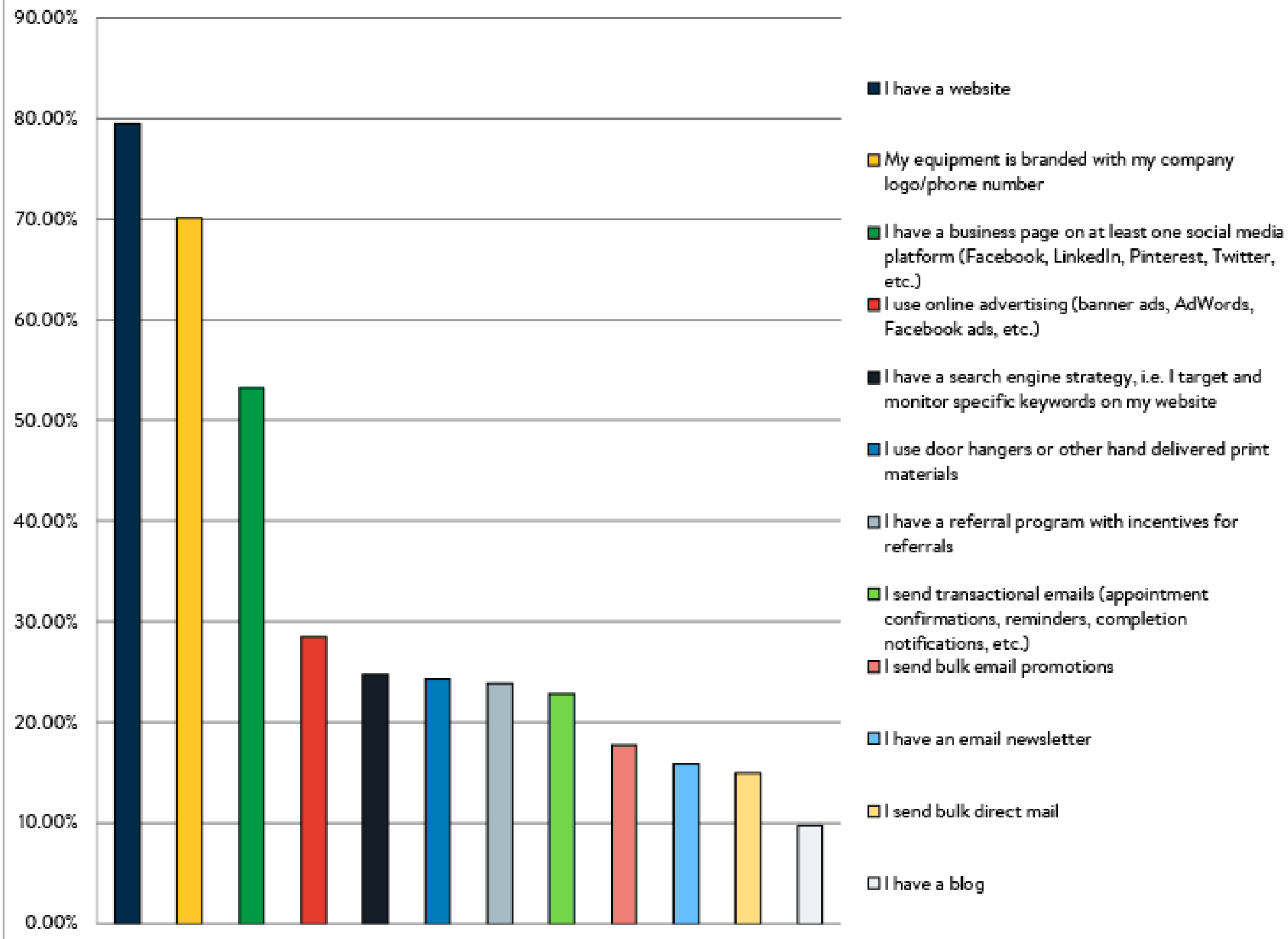


#3

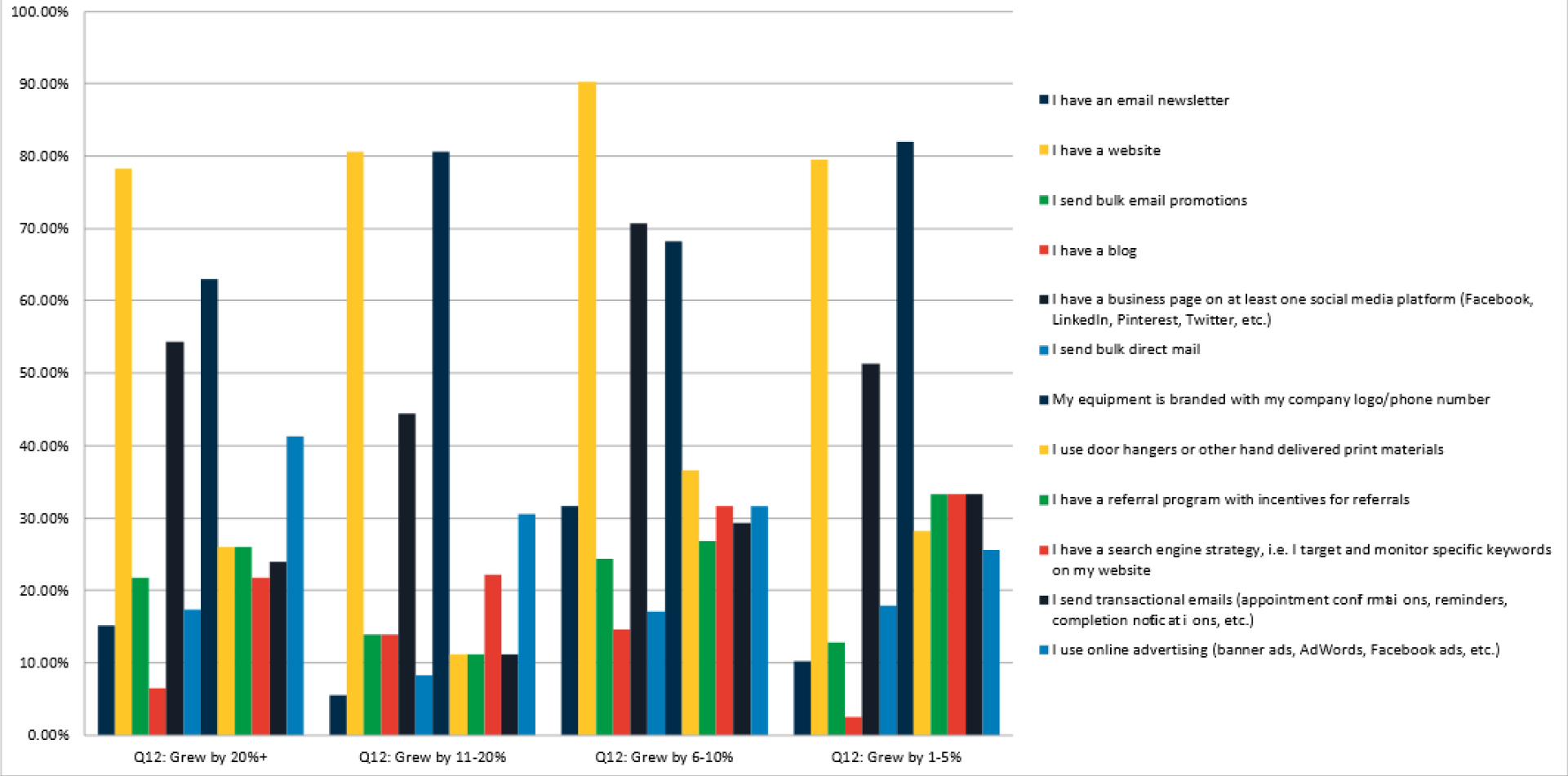
You need branded trucks and a website. But if you want to grow faster, online advertising works.

Online Advertising

I use the following marketing tactics (Select all that apply):



I use the following marketing tactics (Select all that apply):





Define/Refine your sales process first.



Nextdoor

Consider newer options like NextDoor.



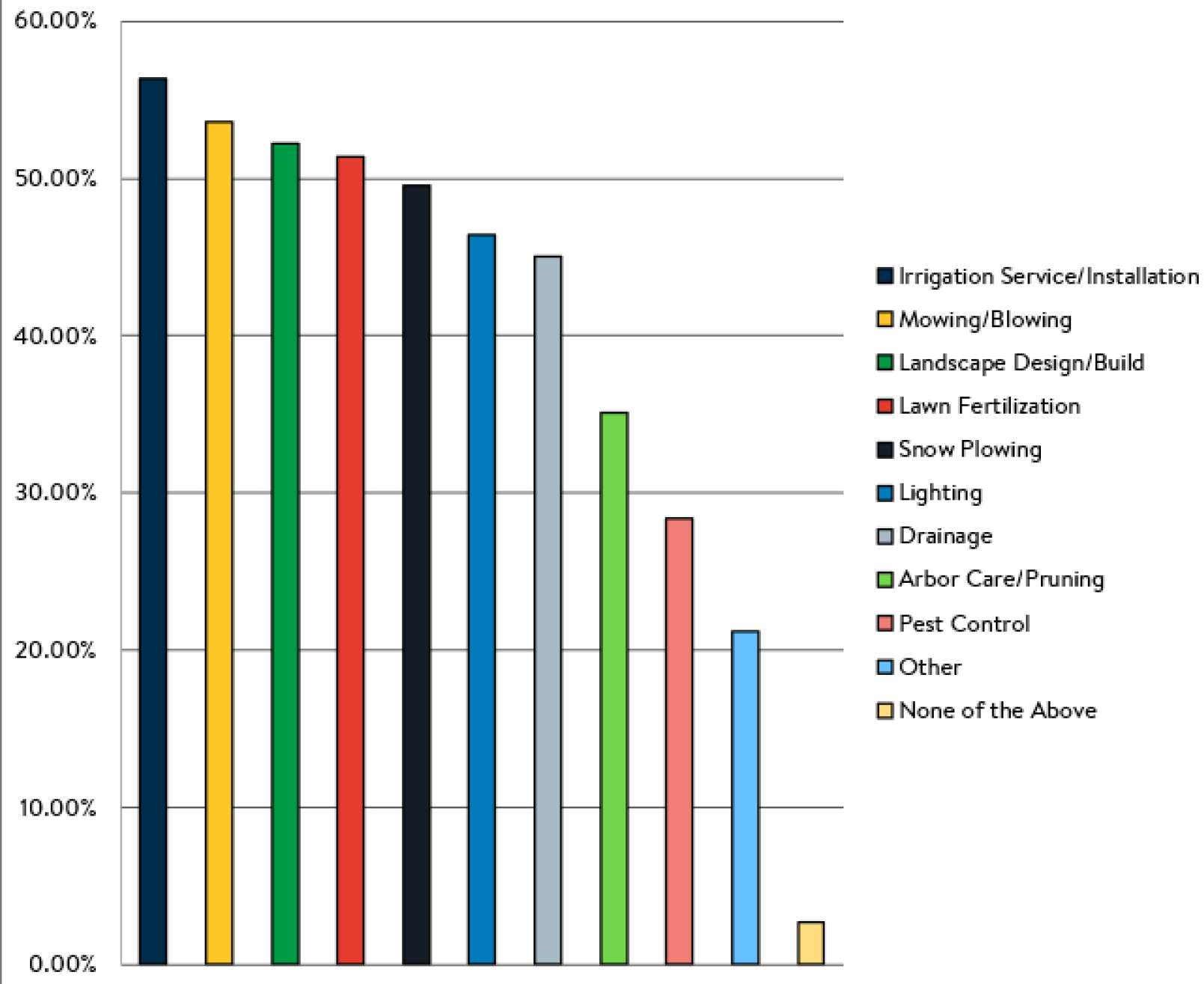
Facebook/Google Ads can be effective for residential, LinkedIn for Commercial.



#4

Service
Specialization is
Dying.

I offer the following services (Select all that apply.):





How many of the nine services listed did the average respondent offer?

4

Average Green
Industry Services
Offered



Do some market research.



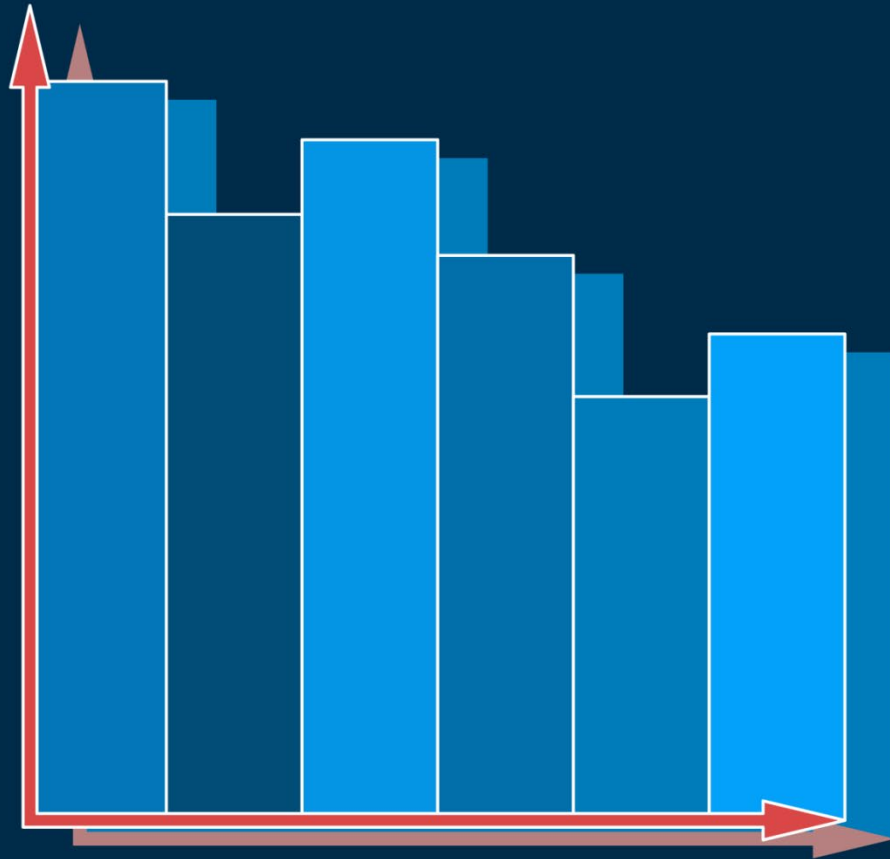
Partner vs. compete?



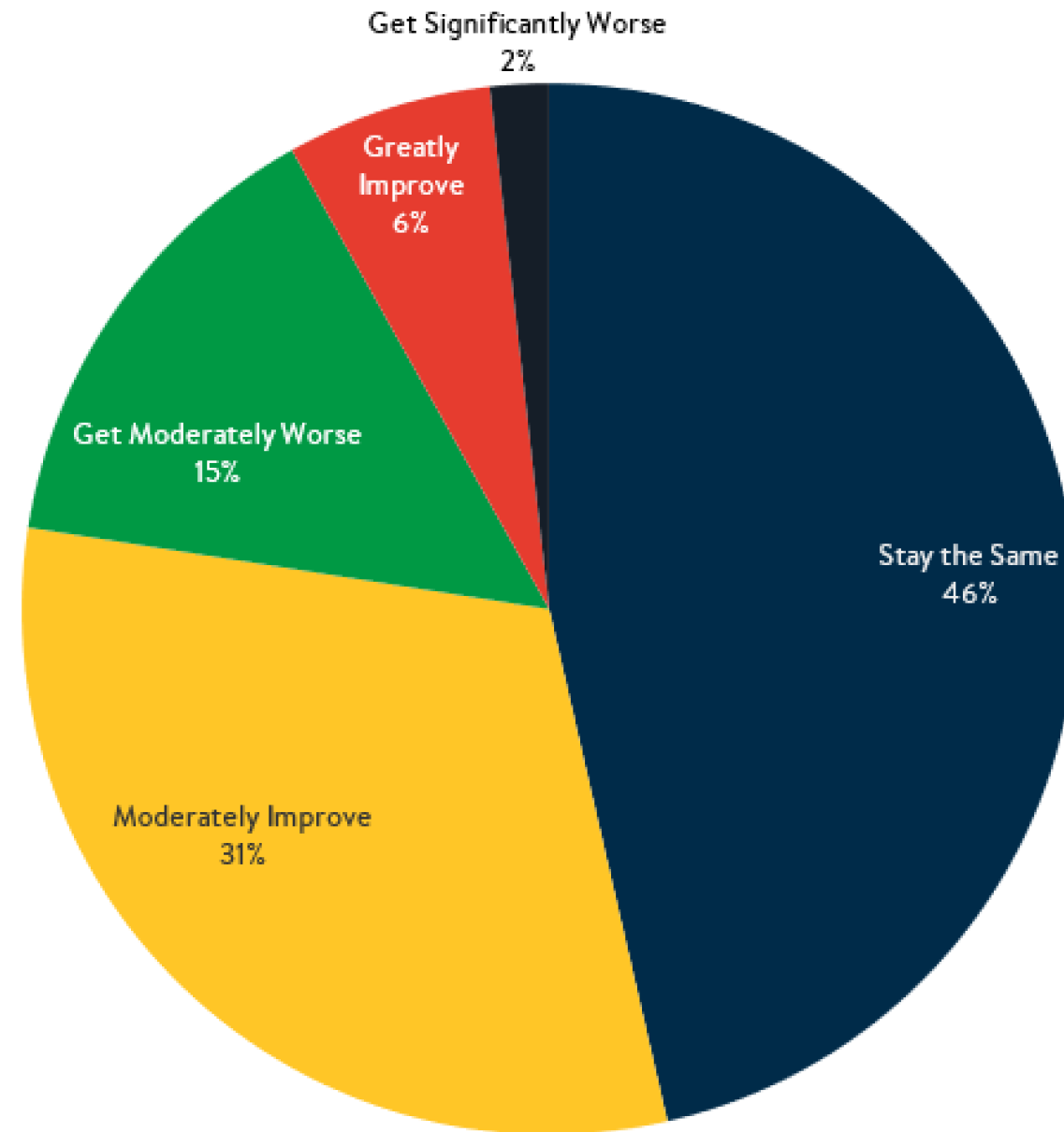
Cross-promote your services.

#5

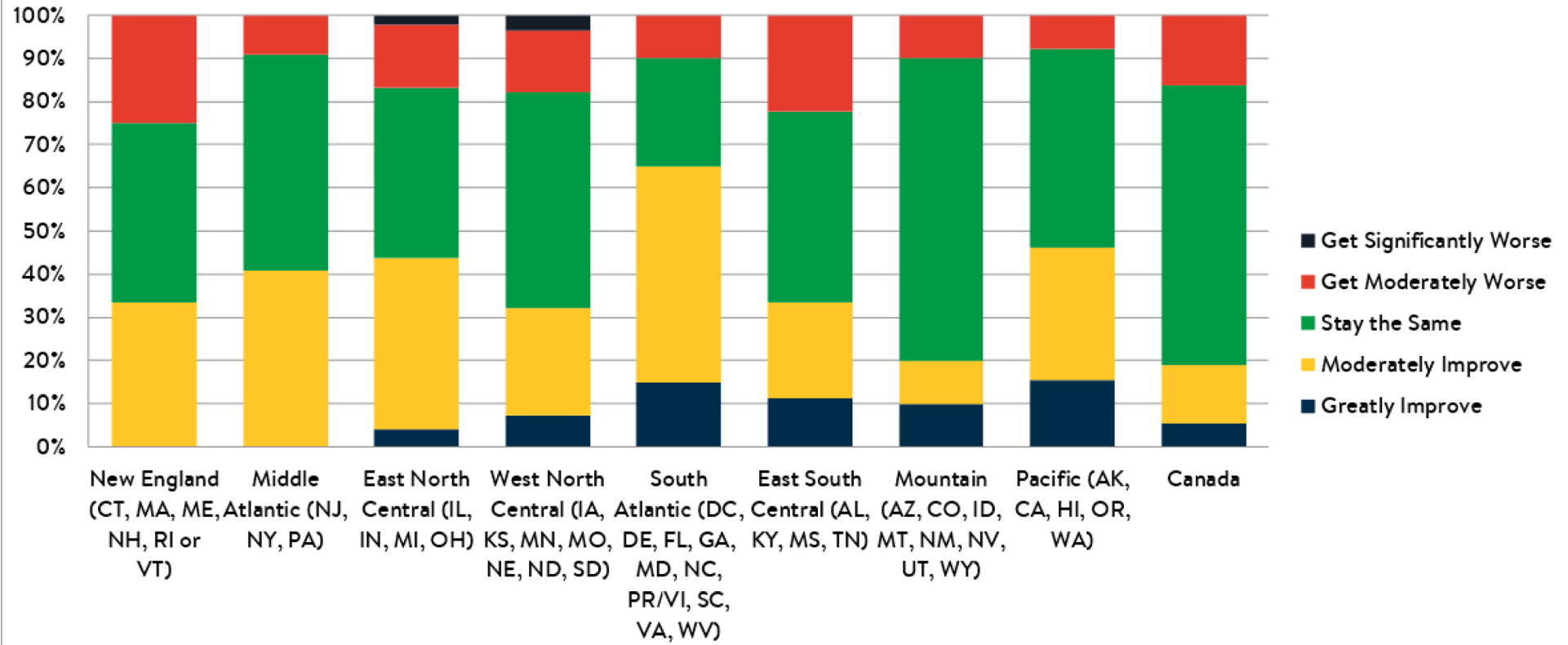
Economic
Optimism is
Waning.



In 2019, I expect the economy will:



In 2019, I expect the economy will:





Limit your debt.



Measure and improve customer loyalty.



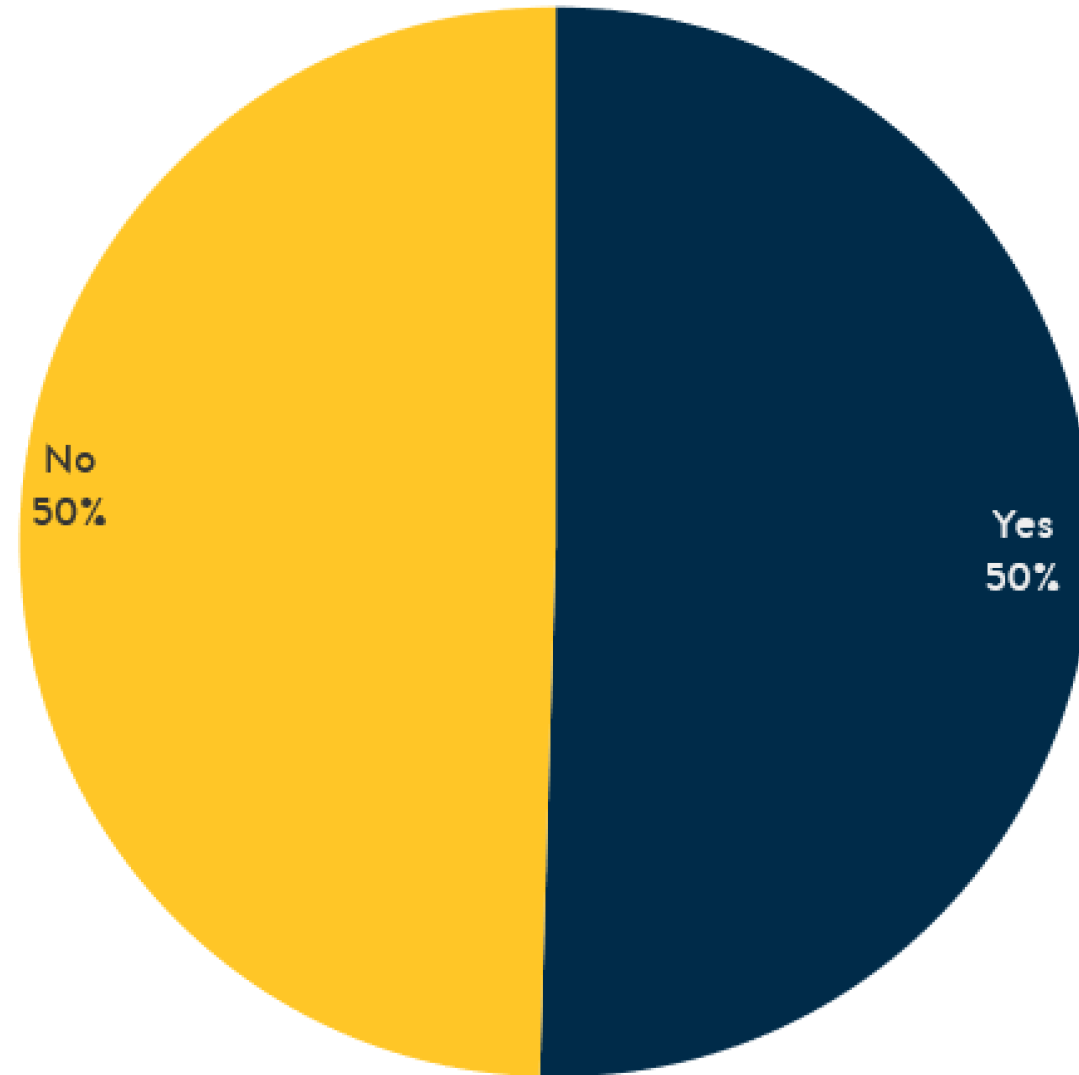
Consider your wage structure.



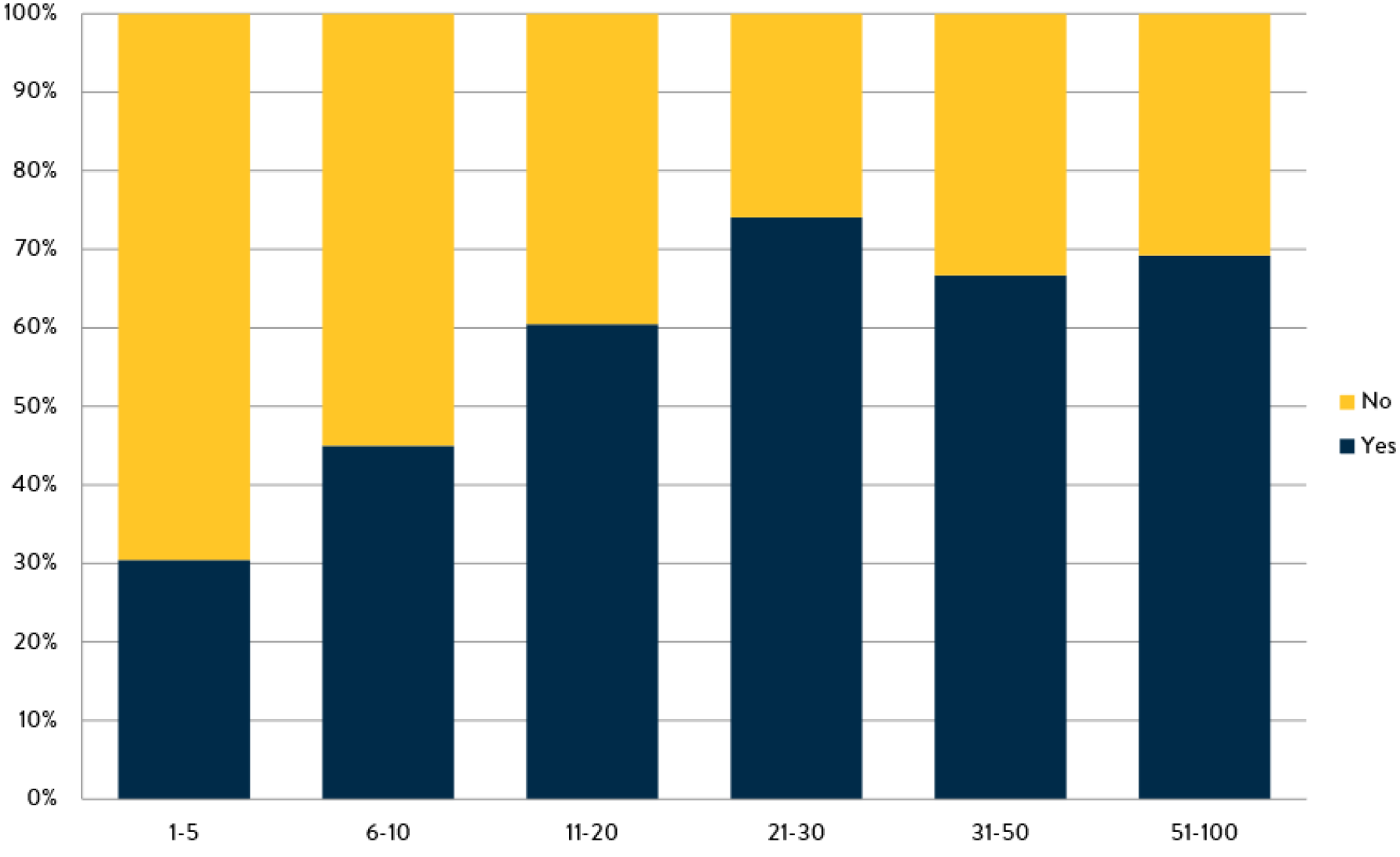
#6

Software
makes
businesses
more
efficient.

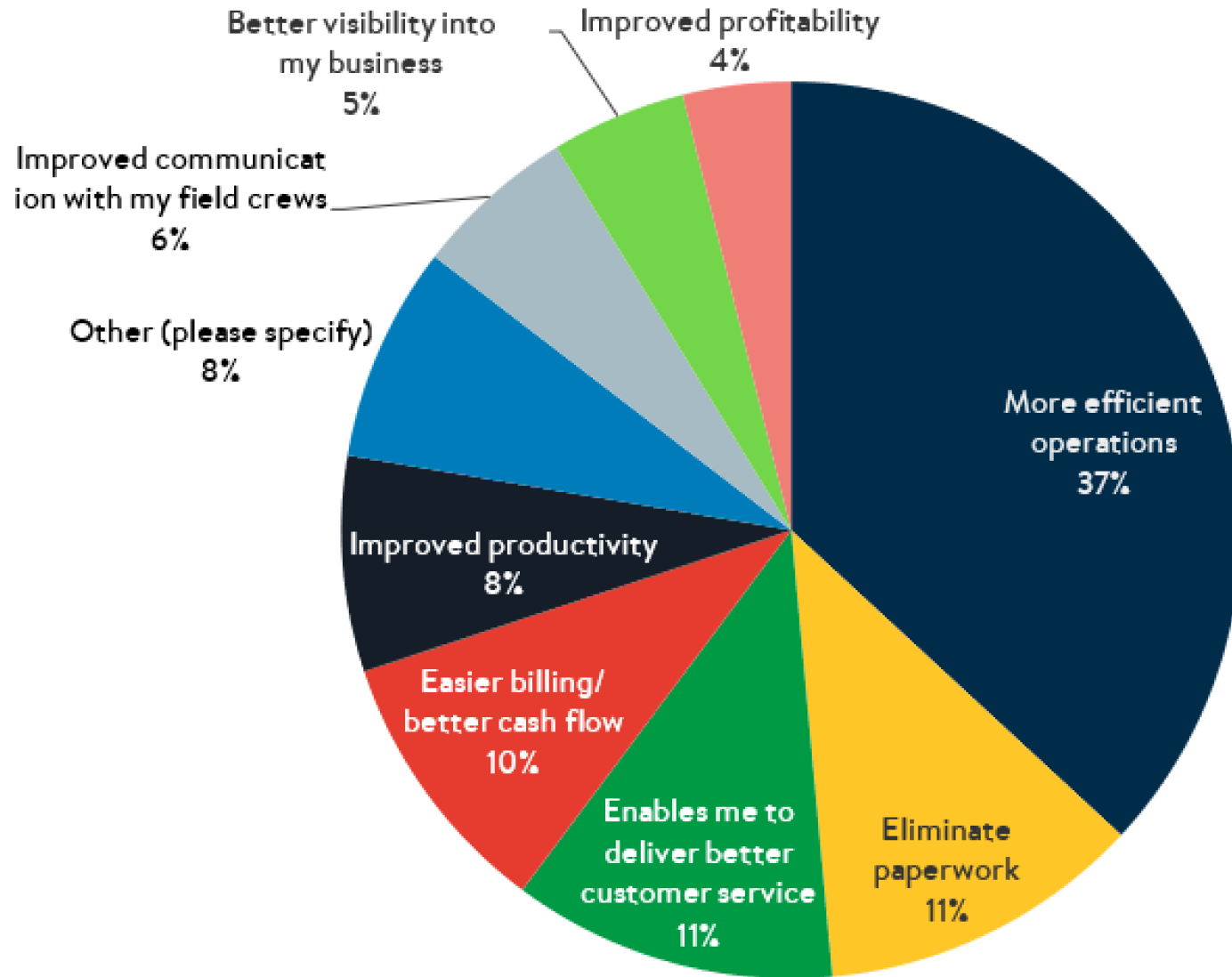
I use field service software:



I use field service software:



What's the biggest benefit to using field service software?





Know what issues you're looking to solve.



Understand that introducing software is a process.



Look for a partner, not a software provider.

GROW



#7

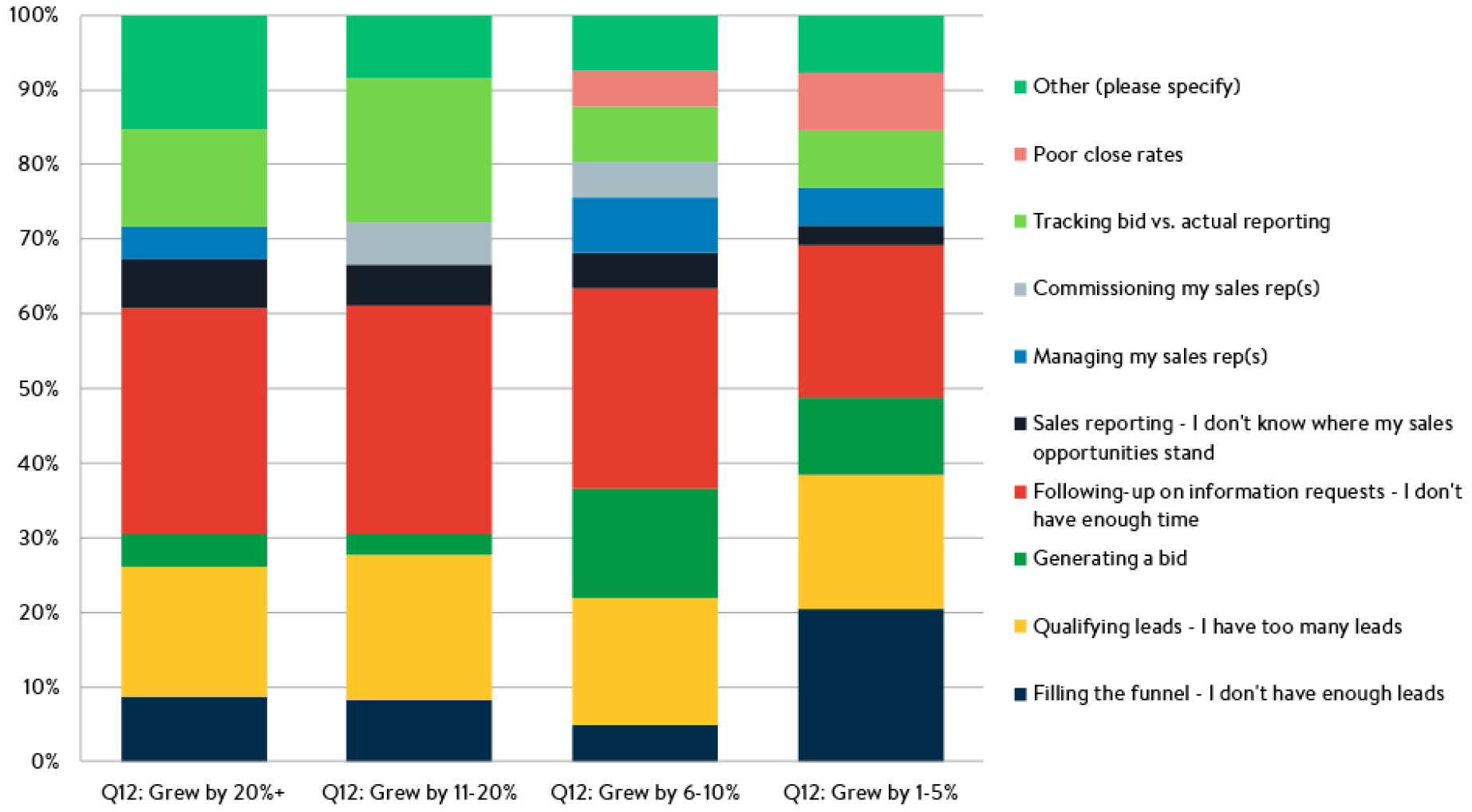
High growth businesses get a lot of leads, close business quickly and close a higher percentage of them.



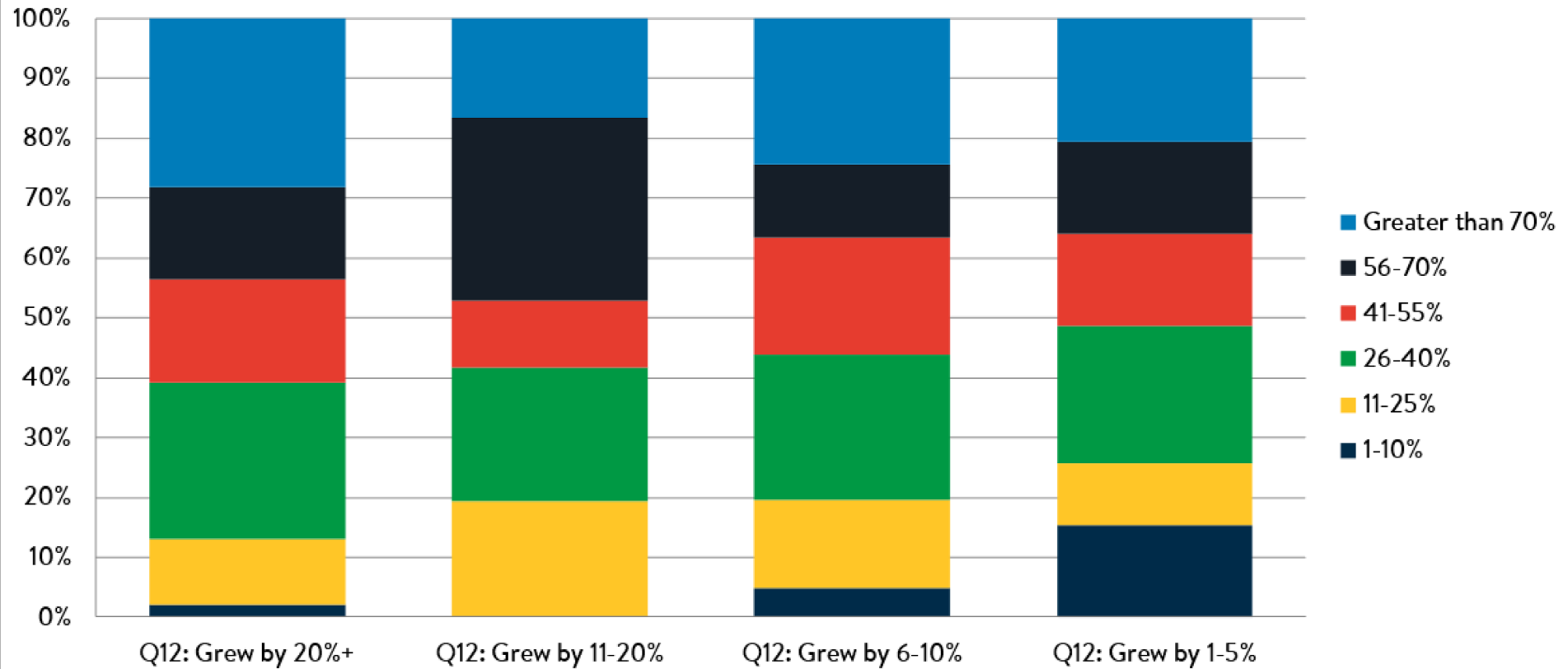
Which of the following has the biggest impact on your growth?

- Getting more leads?
- Closing leads quickly?
- Closing a higher percentage of leads?

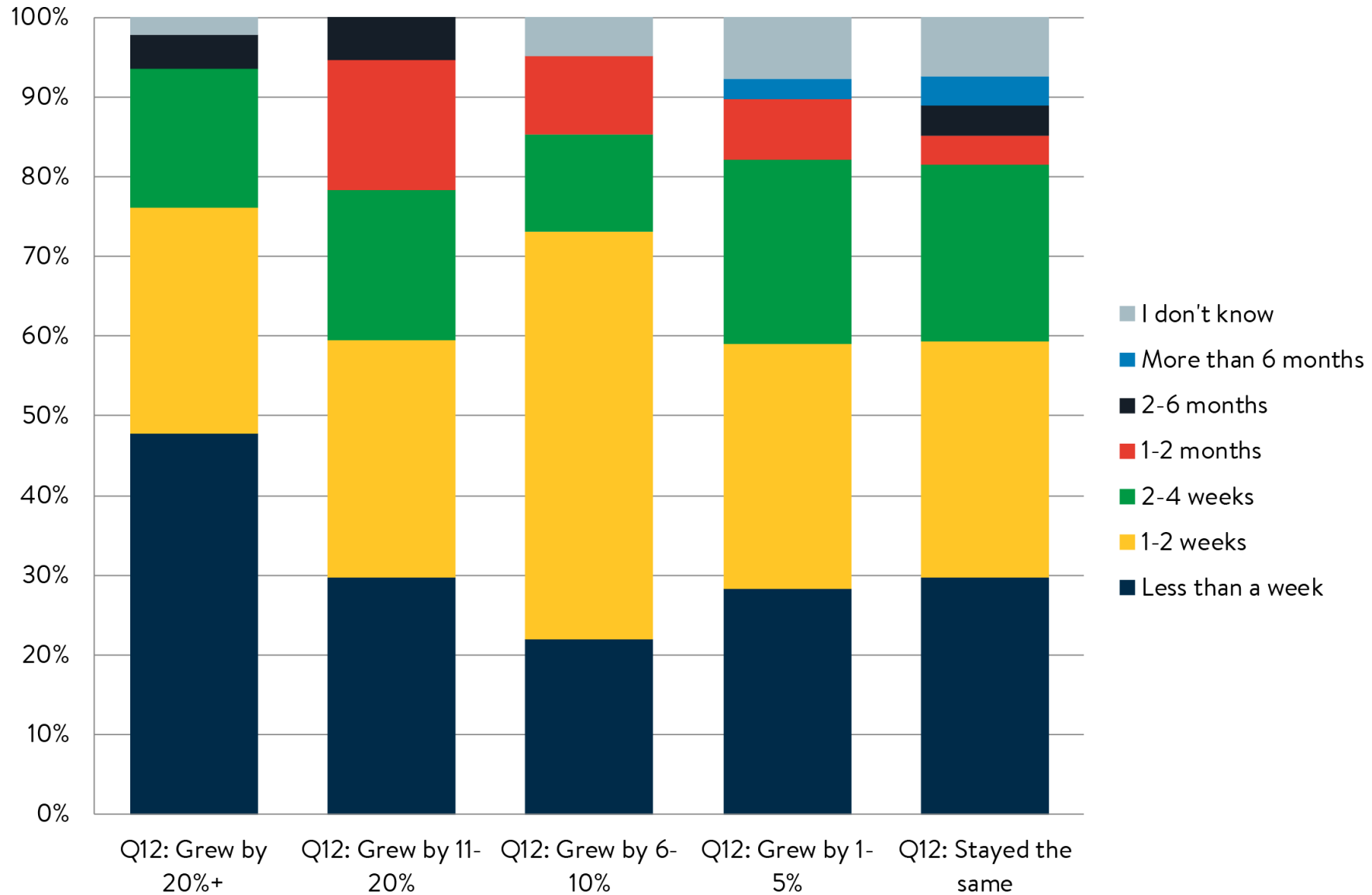
The biggest issue in my sales process is:



My sales close rate is:



From lead to sale, the typical time it takes to close a sale is:





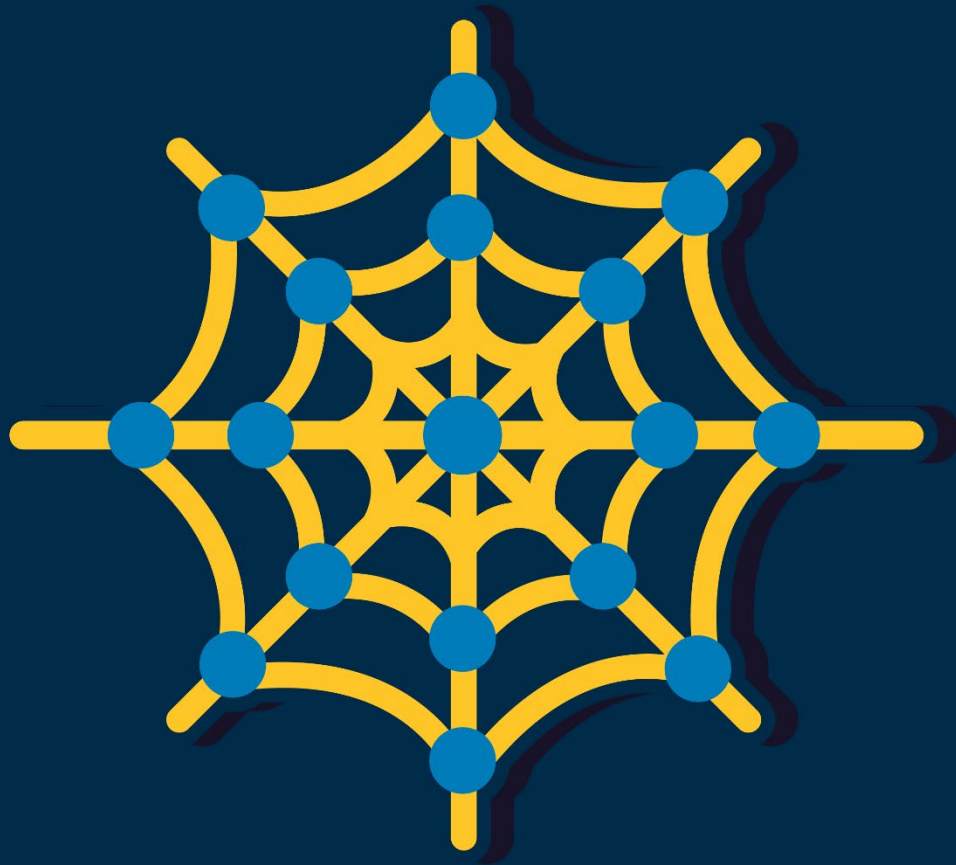
Determine your best lead source.



Analyze your sales touchpoints.



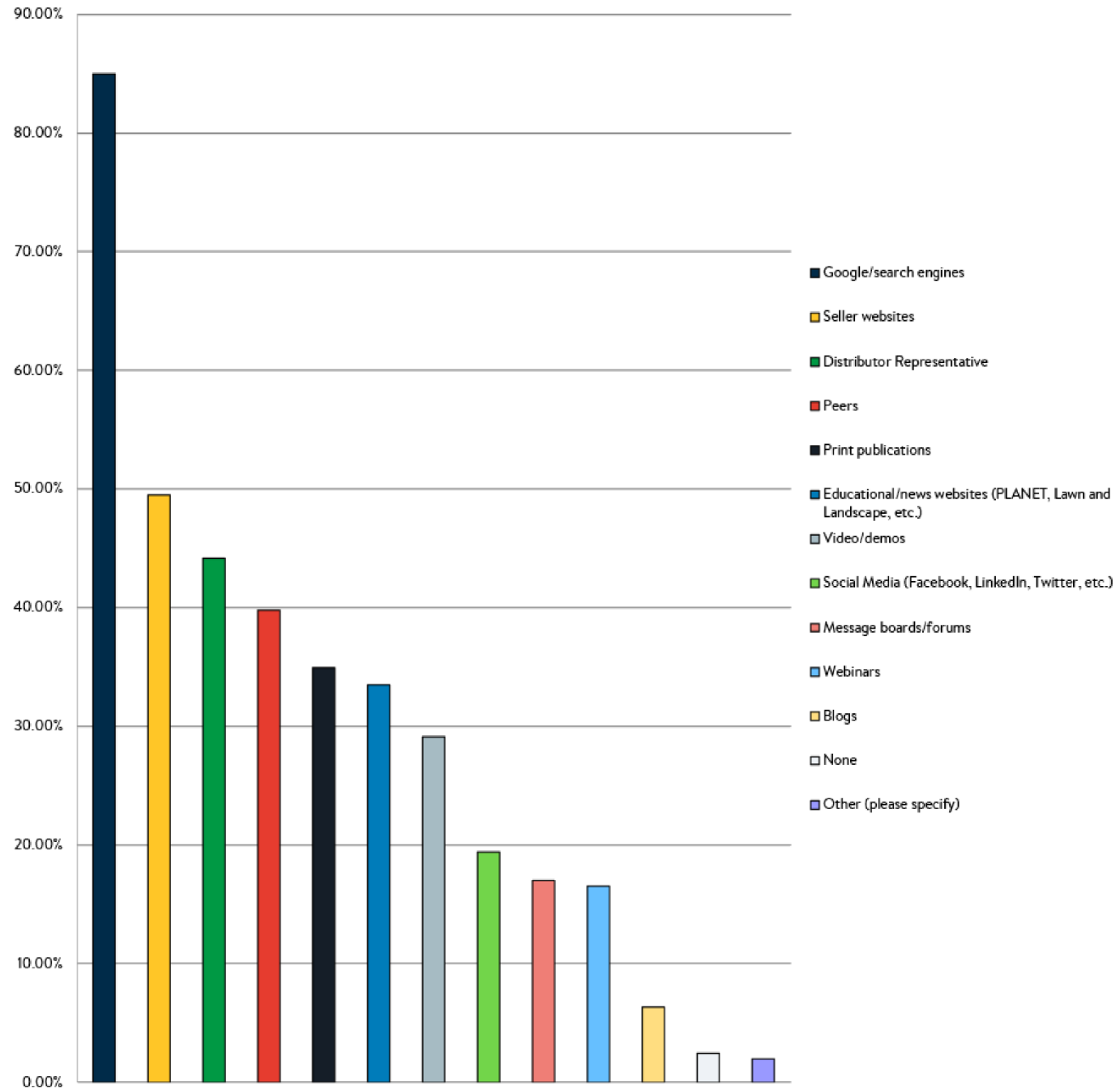
Learn what makes you unique.



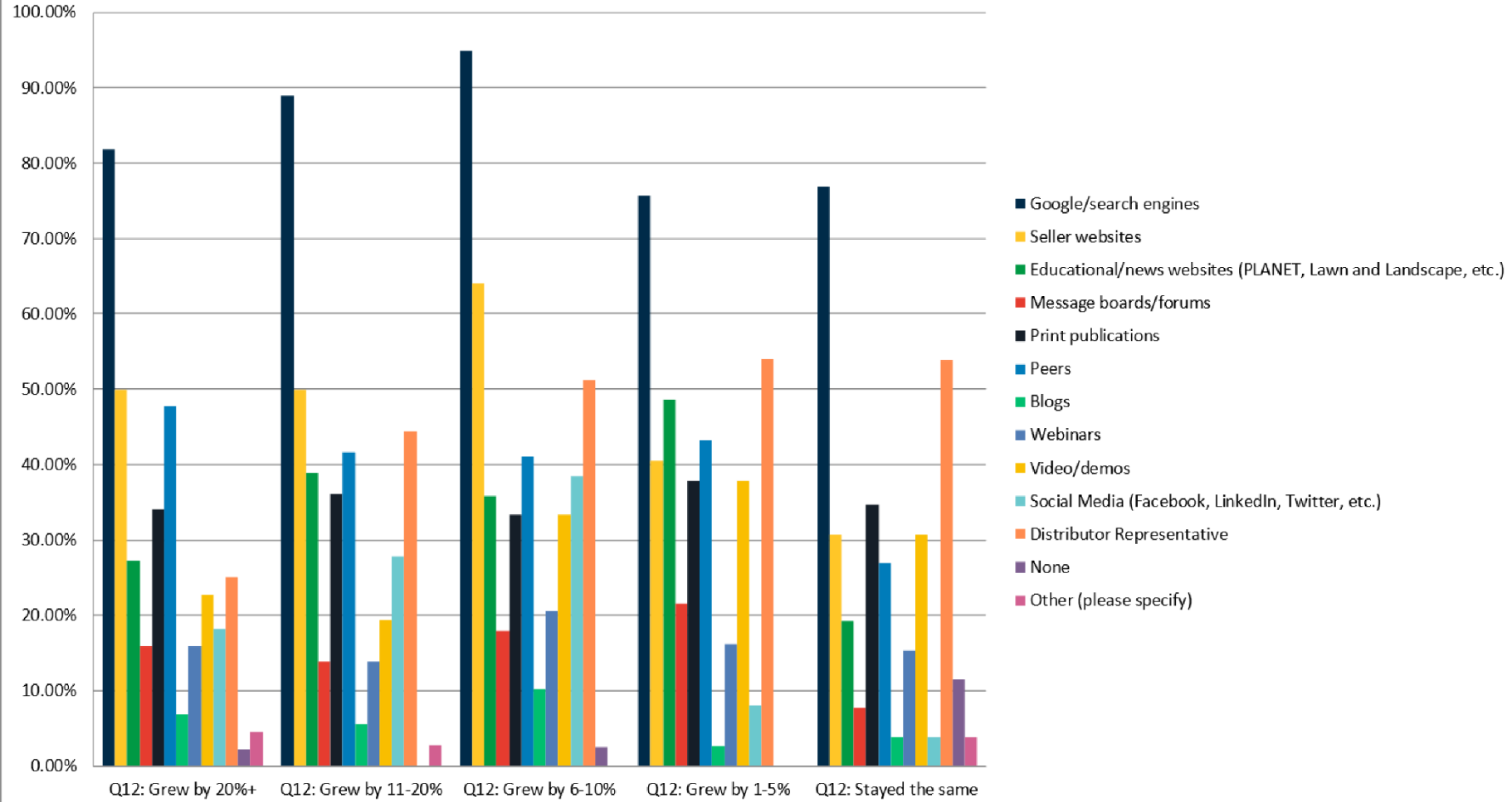
#8

Cast a wide net
when researching
products and
equipment.

Which resources do you use to research parts/business equipment/software (Select all that apply.)



Which resources do you use to research parts/business equipment/software





Develop a sounding board of non-competitive peers and advisors.



Leverage distributors and other sellers.



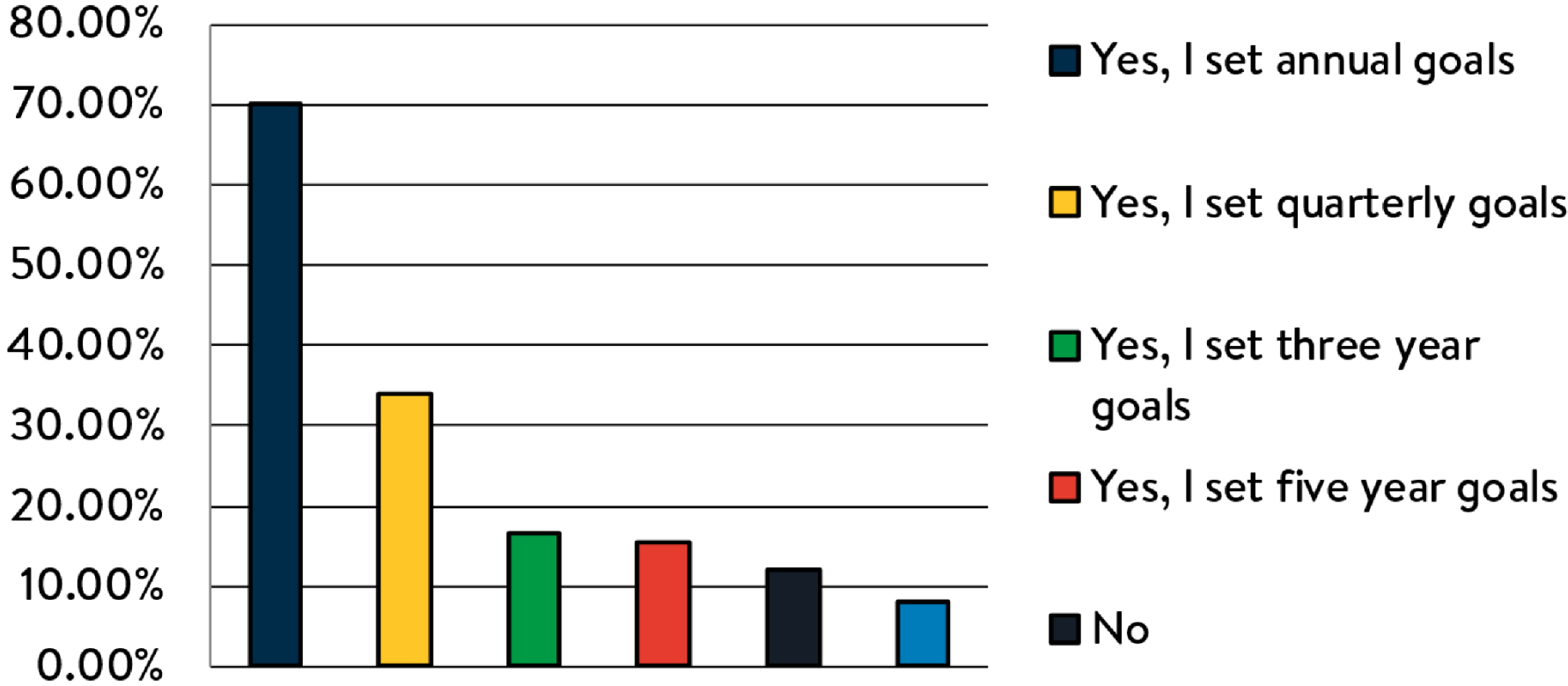
Take an active role in a local, regional or state association.



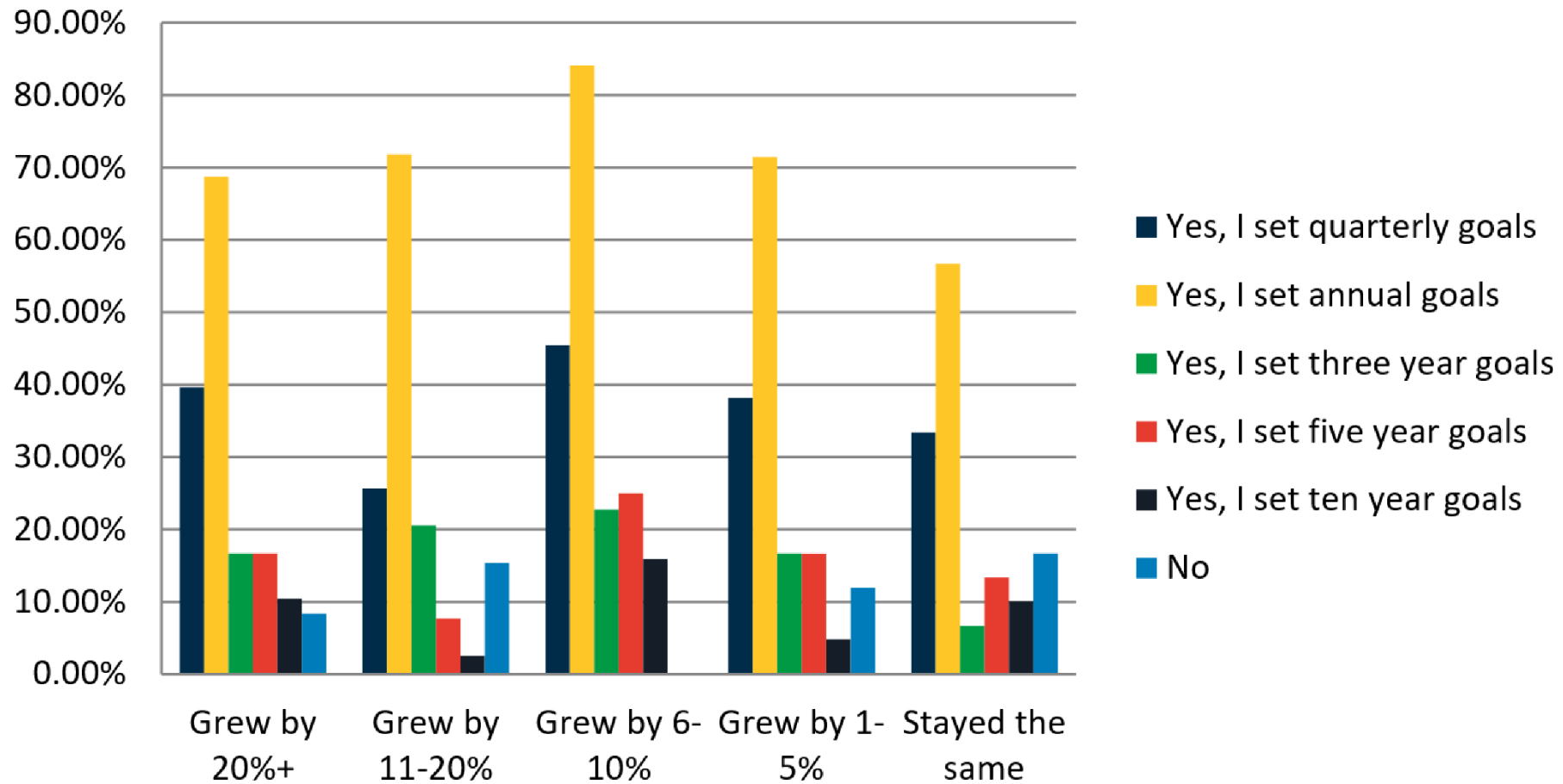
#9

Goal-setting
helps businesses
grow.

Do you set goals for your business? (Select all that apply.)



Do you set goals for your business?





Start with a long-term goal,
then work backward to short-
term goals.



Communicate your goals.



Give everyone a number.



Add your voice to the 2020 survey:

www.hindsitesoftware.com/survey



Visit booth 1204 or
www.hindsitesoftware.com/offer

