Hello, my name is Chad.
If I could improve one area of my business it would be?
There’s a labor shortage in the green industry.
If I could improve one area of my business, it would be

- Attracting/retaining employees: 34%
- No free time/having to do much of the work myself: 15%
- Marketing to acquire new customers: 16%
- Inefficient operations: 14%
- Low margins: 9%
- Difficulty getting capital/financing: 4%
- Other: 4%
- Regulatory compliance: 2%
- Retaining customers: 2%
How hard is it for you to find good employees?

- Very Easy - We don't have a problem finding employees. 2%
- Somewhat Easy - Most of the time, we find good employees. 6%
- Somewhat difficult - We sometimes find good employees. 45%
- Very difficult - We have a very hard time finding good employees. 47%
In 2019, my business expects our staff to:

- **Decrease by 1-5%**: 2%
- **Decrease by 6-10%**: 1%
- **Decrease by 11-20%**: 0%
- **Decrease by 20%+**: 1%
- **Grow by 1-5%**: 19%
- **Grow by 6-10%**: 24%
- **Grow by 11-20%**: 17%
- **Stay the same**: 23%
Where do you find your best applicants?

- Word of Mouth (Employee Referrals, Customer Referrals, etc.): 70%
- Online Job Postings (Monster, Indeed, etc.): 14%
- Craigslist Ads: 4%
- Social Media Postings: 2%
- Local High Schools/Colleges/Universities: 2%
- Other: 6%
- Staffing Agency: 2%
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?

- Yes: 76%
- No: 24%
What is the primary reason you’re raising prices?

- Rising Labor Costs (wages, health insurance, etc.): 41%
- Want to Improve Profitability: 17%
- Other (please specify): 14%
- Rising Vendor Costs: 11%
- Haven’t Raised Prices in a Long Time: 8%
- Increasing Demand: 5%
- Rising Insurance Costs: 3%
- Rising Fuel Costs: 1%
0101
Know your numbers.

1001
Reiterate your value.

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

- I have a website
- My equipment is branded with my company logo/phone number
- I have a business page on at least one social media platform (Facebook, LinkedIn, Pinterest, Twitter, etc.)
- I use online advertising (banner ads, AdWords, Facebook ads, etc.)
- I have a search engine strategy, i.e., I target and monitor specific keywords on my website
- I use door hangers or other hand delivered print materials
- I have a referral program with incentives for referrals
- I send transactional emails (appointment confirmations, reminders, completion notifications, etc.)
- I send bulk email promotions
- I have an email newsletter
- I send bulk direct mail
- I have a blog
I use the following marketing tactics (Select all that apply):

- I have an email newsletter
- I have a website
- I send bulk email promotions
- I have a blog
- I have a business page on at least one social media platform (Facebook, LinkedIn, Pinterest, Twitter, etc.)
- I send bulk direct mail
- My equipment is branded with my company logo/phone number
- I use door hangers or other hand delivered print materials
- I have a referral program with incentives for referrals
- I have a search engine strategy, i.e. I target and monitor specific keywords on my website
- I send transactional emails (appointment confirmations, reminders, completion notifications, etc.)
- I use online advertising (banner ads, AdWords, Facebook ads, etc.)
Define/Refine your sales process first.

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.):

- Irrigation Service/Installation
- Mowing/Blowing
- Landscape Design/Build
- Lawn Fertilization
- Snow Plowing
- Lighting
- Drainage
- Arbor Care/Pruning
- Pest Control
- Other
- None of the Above
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.
Economic Optimism is Waning.
In 2019, I expect the economy will:

- Stay the Same: 46%
- Moderately Improve: 31%
- Get Moderately Worse: 15%
- Greatly Improve: 6%
- Get Significantly Worse: 2%
Limit your debt.

Measure and improve customer loyalty.

Consider your wage structure.
#6
Software makes businesses more efficient.
I use field service software:

- No: 50%
- Yes: 50%
What's the biggest benefit to using field service software?

- More efficient operations: 37%
- Eliminate paperwork: 11%
- Enables me to deliver better customer service: 11%
- Easier billing/better cash flow: 10%
- Improved productivity: 8%
- Improved communication with my field crews: 6%
- Other (please specify): 8%
- Improved profitability: 4%
- Better visibility into my business: 5%
Know what issues you’re looking to solve.

Understand that introducing software is a process.

Look for a partner, not a software provider.
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:

- Other (please specify)
- Poor close rates
- Tracking bid vs. actual reporting
- Commissioning my sales rep(s)
- Managing my sales rep(s)
- Sales reporting - I don't know where my sales opportunities stand
- Following-up on information requests - I don't have enough time
- Generating a bid
- Qualifying leads - I have too many leads
- Filling the funnel - I don't have enough leads
From lead to sale, the typical time it takes to close a sale is:

- Q12: Grew by 20%+: 40% (Less than a week), 30% (2-6 months), 20% (1-2 weeks), 10% (1-2 months), 5% (2-4 weeks), 5% (More than 6 months), 5% (I don’t know)
- Q12: Grew by 11-20%: 30% (Less than a week), 30% (2-6 months), 20% (1-2 weeks), 10% (1-2 months), 5% (2-4 weeks), 5% (More than 6 months), 5% (I don’t know)
- Q12: Grew by 6-10%: 25% (Less than a week), 25% (2-6 months), 25% (1-2 weeks), 20% (1-2 months), 5% (2-4 weeks), 5% (More than 6 months), 5% (I don’t know)
- Q12: Grew by 1-5%: 20% (Less than a week), 20% (2-6 months), 20% (1-2 weeks), 20% (1-2 months), 5% (2-4 weeks), 5% (More than 6 months), 5% (I don’t know)
- Q12: Stayed the same: 15% (Less than a week), 15% (2-6 months), 15% (1-2 weeks), 15% (1-2 months), 10% (2-4 weeks), 10% (More than 6 months), 10% (I don’t know)
Determine your best lead source.

Analyze your sales touchpoints.

Learn what makes you unique.
Cast a wide net when researching products and equipment.
Which resources do you use to research parts/business equipment/software

- Google/search engines
- Seller websites
- Educational/news websites (PLANET, Lawn and Landscape, etc.)
- Message boards/forums
- Print publications
- Peers
- Blogs
- Webinars
- Video/demos
- Social Media (Facebook, LinkedIn, Twitter, etc.)
- Distributor Representative
- None
- Other (please specify)

Q12: Grew by 20%+
Q12: Grew by 11-20%
Q12: Grew by 6-10%
Q12: Grew by 1-5%
Q12: Stayed the same
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.
Goal-setting helps businesses grow.
Do you set goals for your business? (Select all that apply.)

- Yes, I set annual goals
- Yes, I set quarterly goals
- Yes, I set three year goals
- Yes, I set five year goals
- No
Do you set goals for your business?

- Yes, I set quarterly goals
- Yes, I set annual goals
- Yes, I set three year goals
- Yes, I set five year goals
- Yes, I set ten year goals
- No

Grew by 20%+
Grew by 11-20%
Grew by 6-10%
Grew by 1-5%
Stayed the same
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