

Steve Bogash
Regional Horticulture Educator
Penn State Cooperative Extension

SEEKING CLIENTS FOR BACKYARD WOODLOT SERVICES: MARKETING 102

What is the most important thing to a customer?

- ⦿ A. The price
- ⦿ B. Your reputation
- ⦿ C. The warrantee
- ⦿ D. That they feel intelligent in their decision
- ⦿ E. Your follow-up
- ⦿ F. Dinner

The correct answer

- ⦿ **D. That they feel intelligent in their decision**

Helping clients to feel intelligent

- ⦿ Your company attitude
- ⦿ Your policies
- ⦿ Your follow through
- ⦿ Your overall credibility



Enhancing your credibility

- ⦿ Write articles
- ⦿ Participate in contests
- ⦿ Demonstration lots
- ⦿ Volunteer (be seen)
- ⦿ Newsletters
- ⦿ Teach
- ⦿ Open Houses
- ⦿ Organization affiliation
- ⦿ Effective portfolio
- ⦿ Plant Trials
- ⦿ Providing signage
- ⦿ Client referrals***
- ⦿ Mass Media
- ⦿ Website
- ⦿ Uniforms
- ⦿ Staff attitude

Positioning:

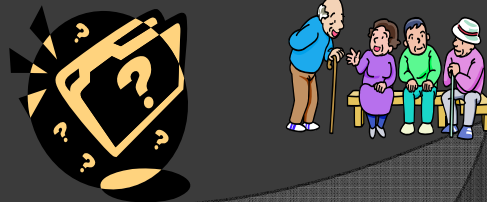
With niche services such a
backyard woodlots,
Be the expert!



Where do you start to find clients?

- First, examine your current client base.
- Cruise areas where the homes and lots are mature.
- Teach at appropriate events
 - Be sure to leave cards and marketing materials
- Write articles for local newspapers
 - Refer those interested to your amazing website.
- Always start with your “old customers”

Why keep or work those “old” customers?



Simply: They make you the most money.

- New ones cost 5-6x to get.
- Loyal customers are far less price sensitive.
- Loyal customers are less costly to serve and make fewer demands on your time***
- Satisfied customers give free referrals; 5-15 per positive experience.

Launching a new product or service

- First impressions last
 - Start with a carefully planned “new product rollout”
- Beta test the product with regular customers (known as reference clients)
 - Iron out the bugs before a more public launch.
 - Problems will arise, use these reference clients to work through the problems

Product / Service Launch Checklist

- Develop expertise and capability
- Identify & target reference customers*
- Create a strategy to reach these customers
- Create a compelling offer for these early adopters
 - What do they get beyond actual product benefits
- What do you expect from in return

Reference customers

- High credibility people
- Doctors
- Judges
- Engineers
- Newly greening companies

Launch Checklist cont'd

- ◉ Develop internal methodologies for product
- ◉ Technical support
- ◉ Feedback mechanism for reference customers
- ◉ Develop complete rollout plan
 - Marketing
 - Sales
 - Service

Using your early adopters

- ◉ Get their preagreement to:
 - Joint press release(s)
 - Use their names in marketing materials and website
 - Use their names in case study reports
 - Have them participate in seminars, webinars or similar marketing products
 - Take calls from press or other prospective customers

Some input on your web and printed materials

- ◉ Use emotions (carefully)
- ◉ Inspire your customers
- ◉ Help them attain their dreams
- ◉ Help your customers to love what you can do for them

So you've got your first woodlot and it's time to brief your client:

- ◉ This is the closer for "word-of-mouth" sales
 - Patiently explain everything
 - Be sure your work area is polished clean
 - Follow-up one week later with a call
 - Revisit the site periodically, always leave a calling card
 - Call back on a regular, but not irritating schedule
 - Be sure your crews look and act like they should be encouraged back
 - Your invoice should be really close to your estimate (unless you have change of work orders)

Everything in is place, let the work come in and be ready!

Steve Bogash
Regional Horticulture Educator
Penn State Cooperative Extension
smb13@psu.edu

**YOUR COMMENTS AND
QUESTIONS PLEASE
THANK YOU**