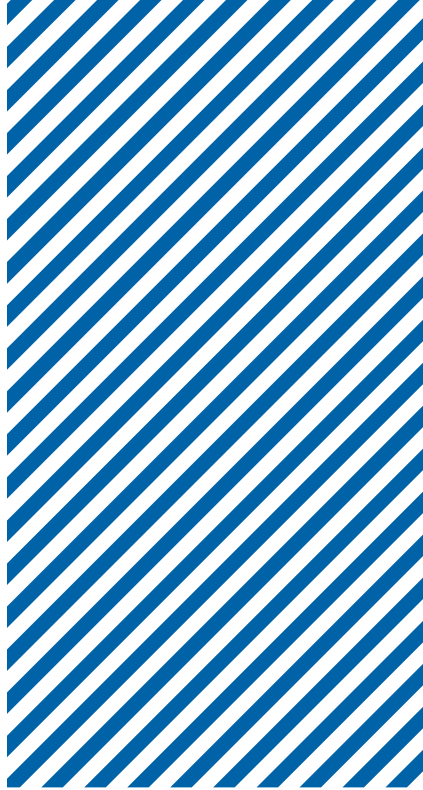
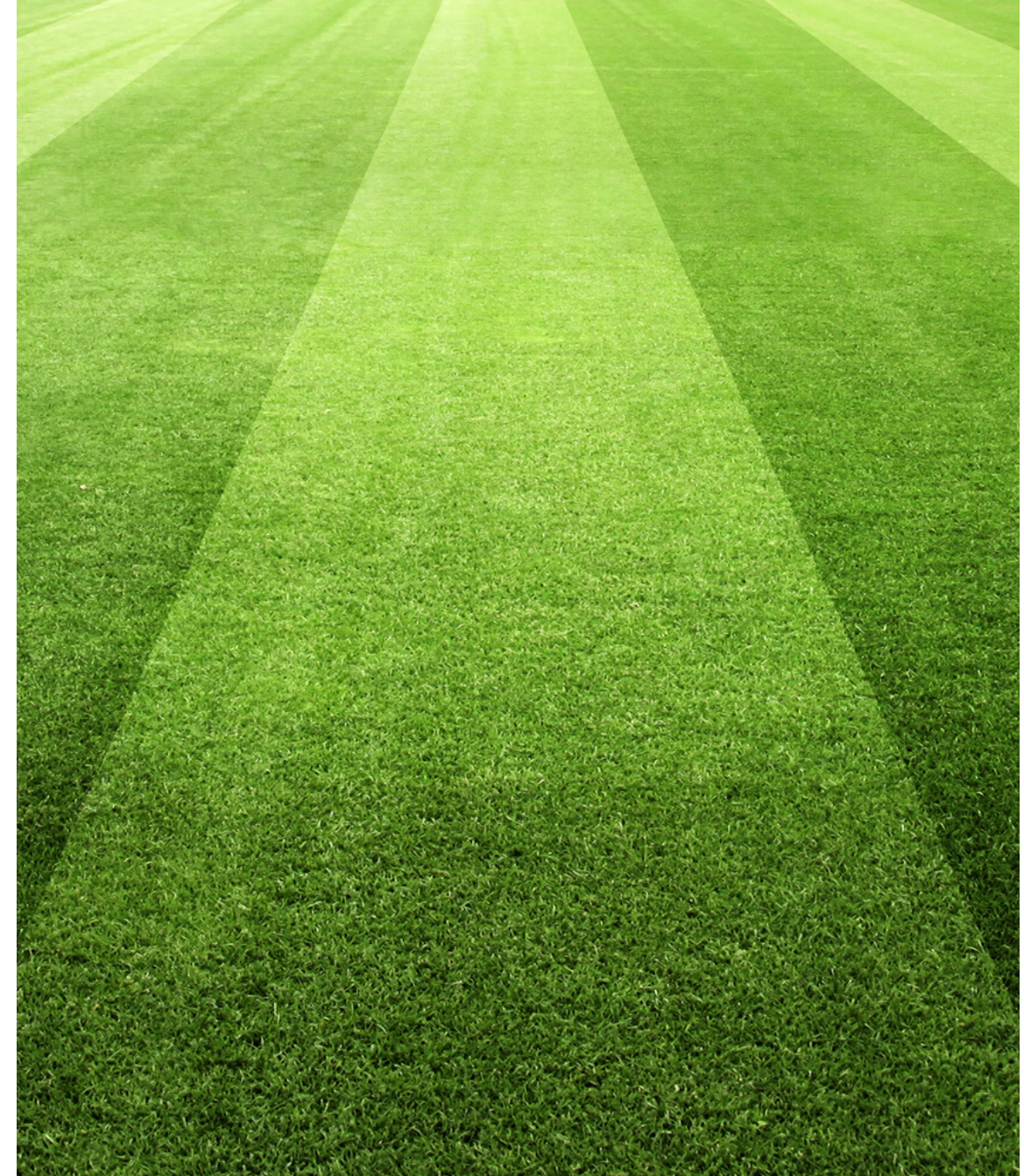




Webinar Workshop

Optimizing Production Efficiencies

FEATURING:
ROB MCCOY, CHRIS KNAPP
& BRIAN MARR,
HOLGANIX LLC



Your Hosts

PRESENTERS

ROB MCCOY

National Sales Manager, Holganix LLC
Rmccoy@holganix.com

CHRIS KNAPP

Holganix Territory Representative, Holganix LLC
Cknapp@holganix.com

BRIAN MARR

Holganix Territory Representative, Holganix LLC
Bmarr@holganix.com



Agenda

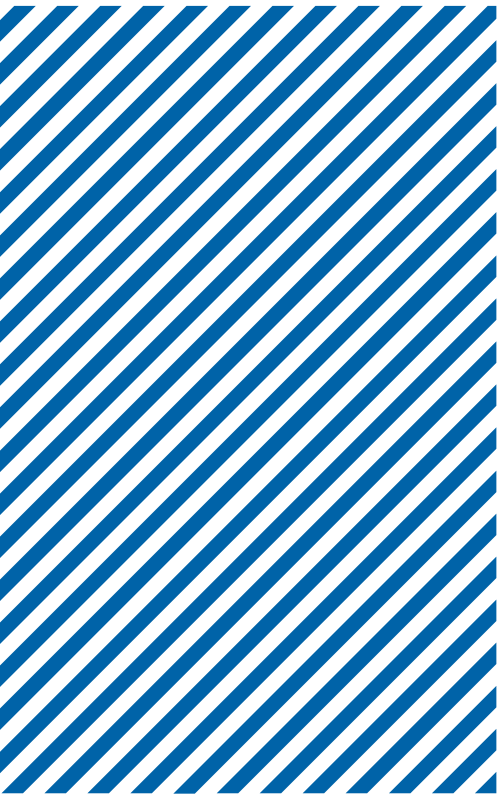
TOPICS TO BE DISCUSSED



- Continuous Technician Training
- Product Inventory System
- Application Method
- Vehicle Inventory
- Maintenance Schedule



“



WISE WORDS

Good fortune is what happens when opportunity meets with planning!

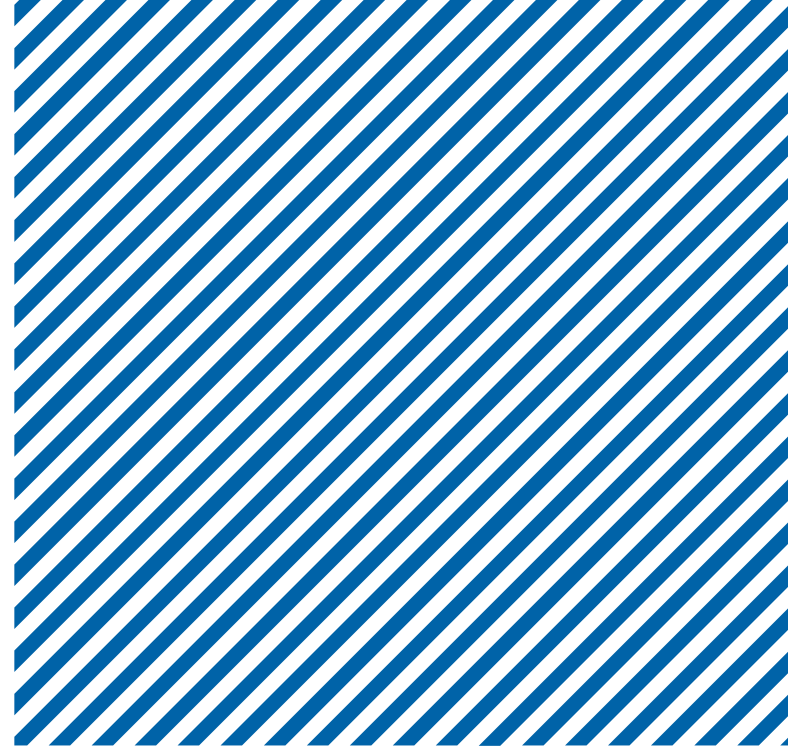


THOMAS EDISON

Technician Training

DEVELOP A PRE-DETERMINED LIST OF TOPICS

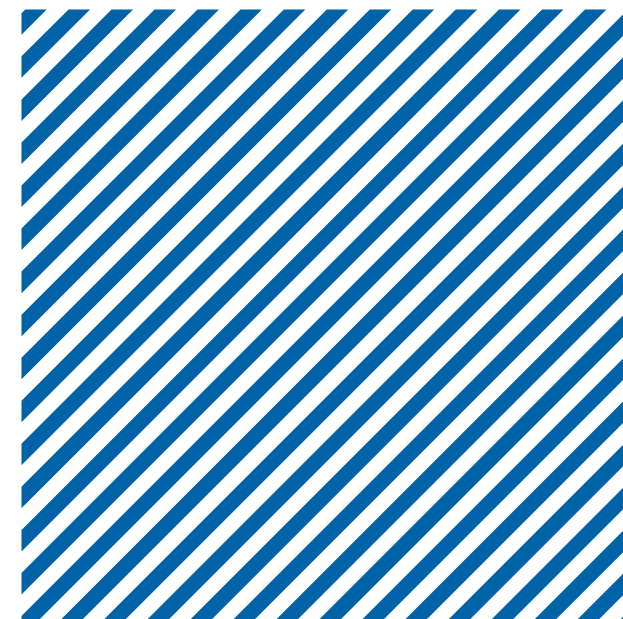
-
- Calibration
 - Estimating lawns
 - Identifying lawn problems



Technician Training

TEACH TO DIFFERENT LEARNING STYLES

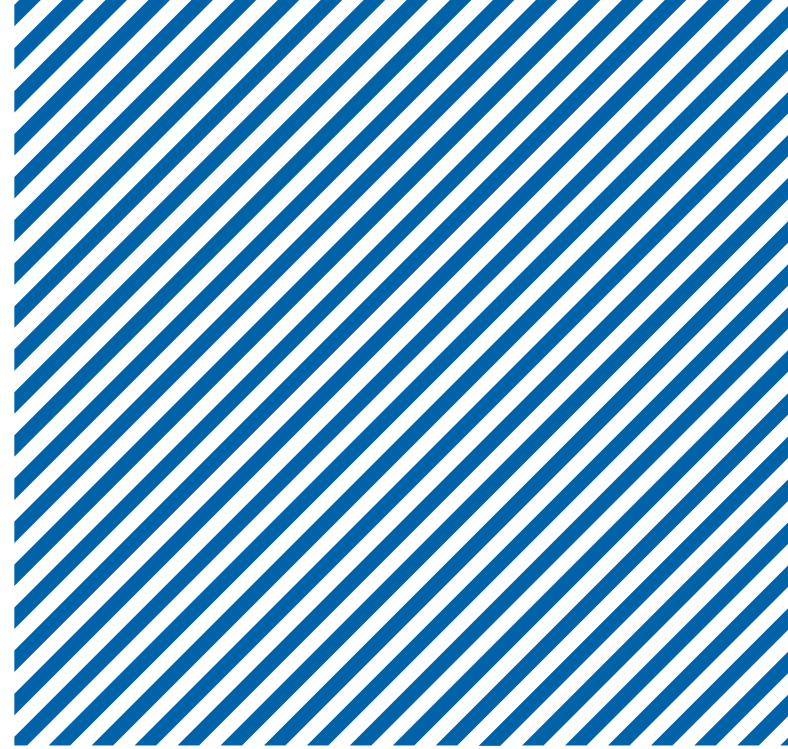
-
- Hands on
 - Videos
 - Printed instructions
 - Technician spotlight



Technician Training

WEEKLY REPETITION HAS WORKED BEST

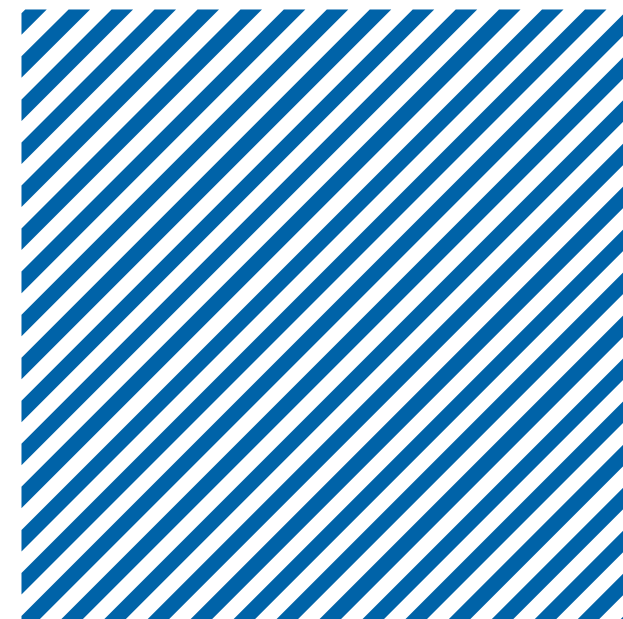
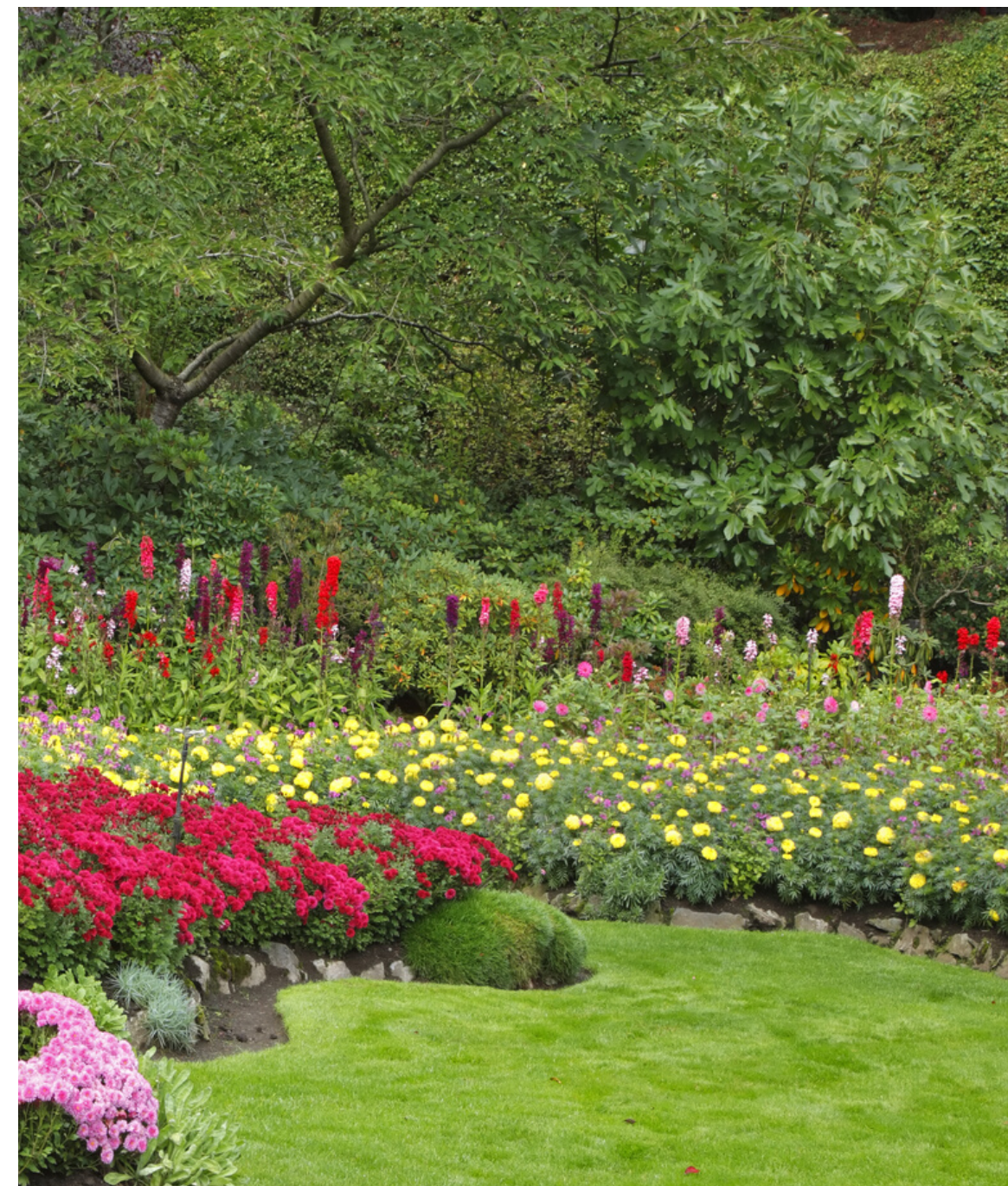
-
- Training
 - Highlight throughout the week
 - Celebrate someone who was successful the week before



Technician Training

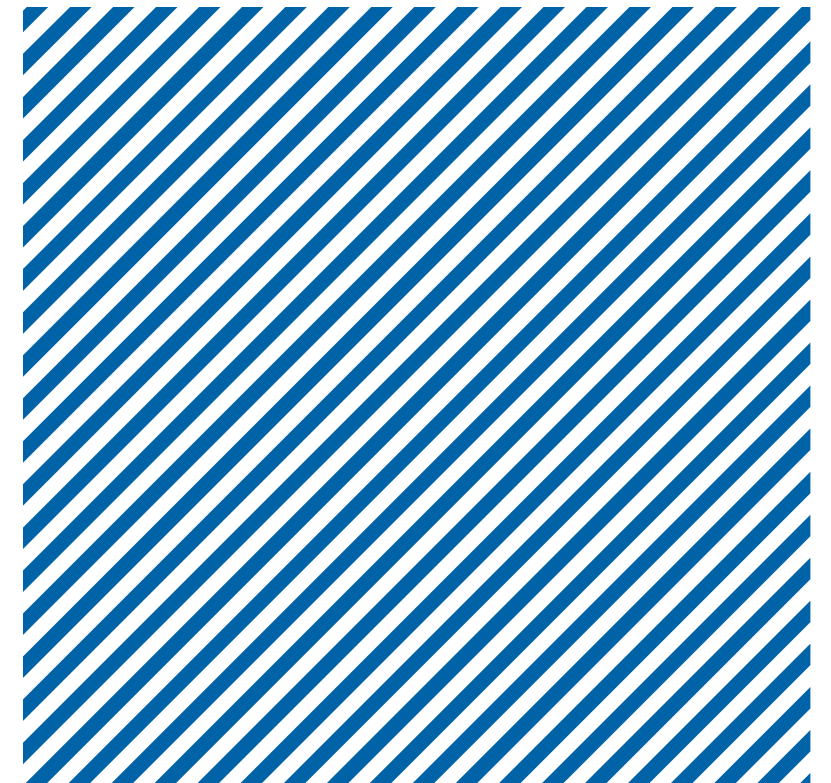
BENEFITS

- Reduction in service calls
- Increased referrals
- Increased upsells



Product Inventory Systems

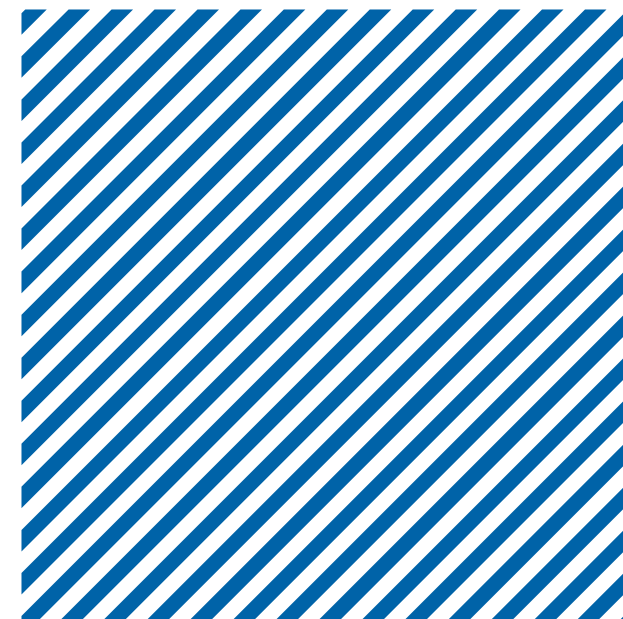
- you can design this on your own
 - Excel has all the capabilities
- Production manager checks the inventory weekly
- .You can project the number of production days per round available based on products that are on hand



Product Inventory Systems

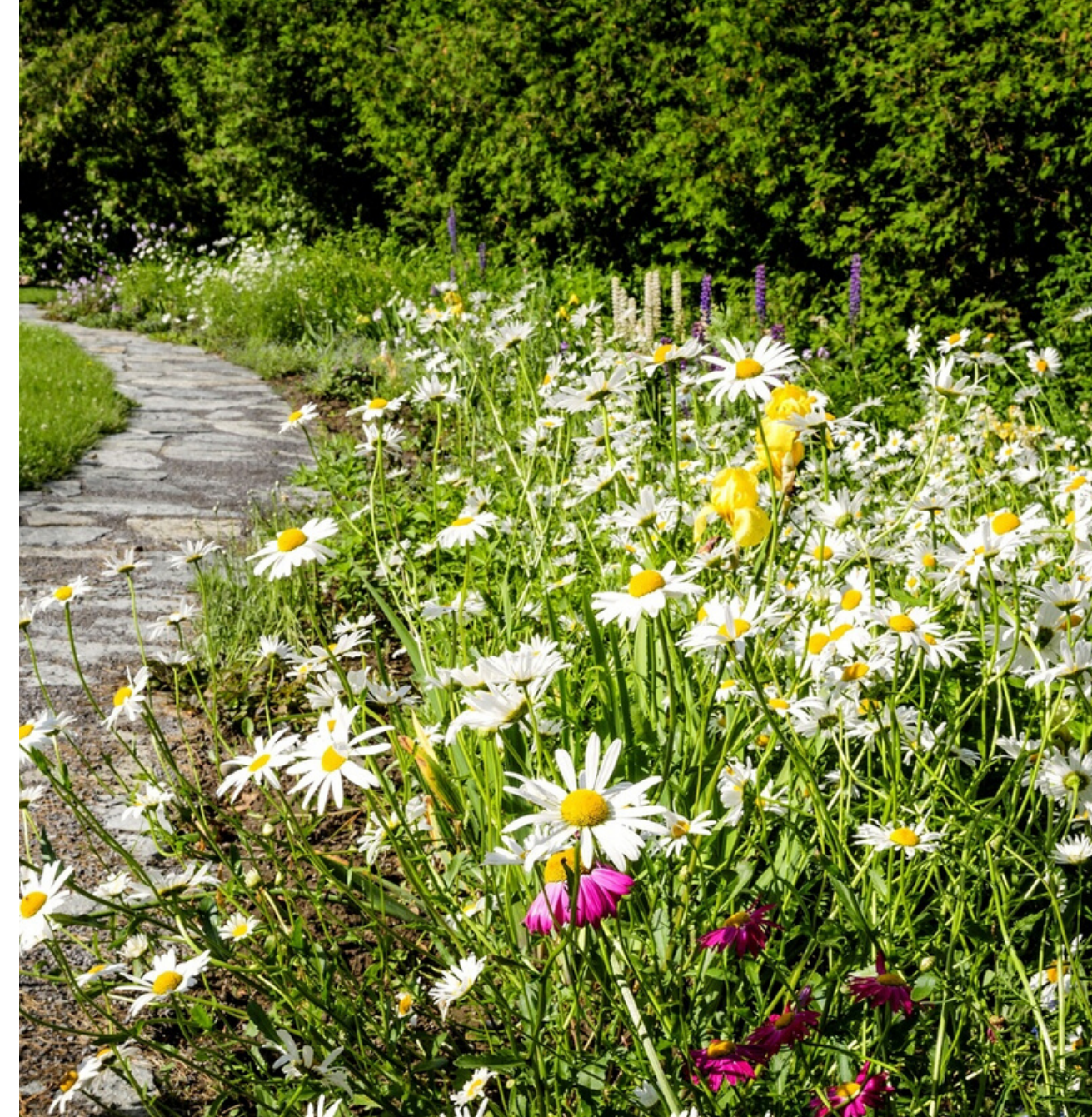
BENEFITS

- Inventory doesn't slow production
- Prevents over-ordering
- Check system for application rates



Application Methods

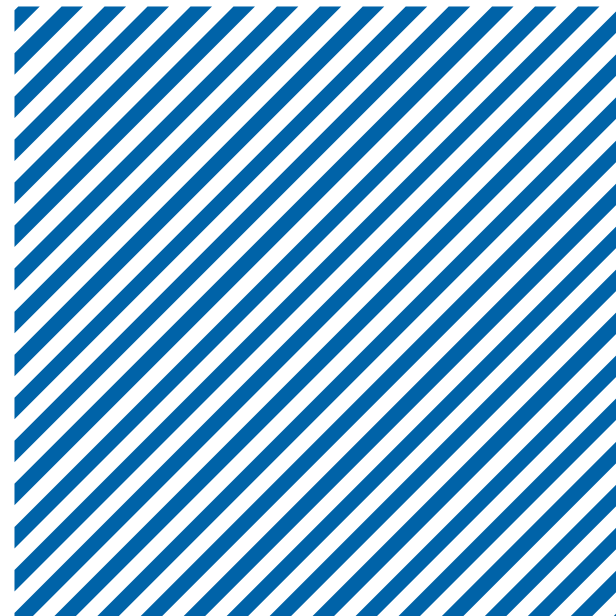
- All equipment is not created equal
- Fit your equipment to your needs
 - Granular vs. liquid
- What size is your average lawn on each route?
- Each application is successful for different reasons – focus on that!



Application Methods

BENEFITS

- Less employee fatigue
- Streamlined application process
- Better results



Vehicle Inventory

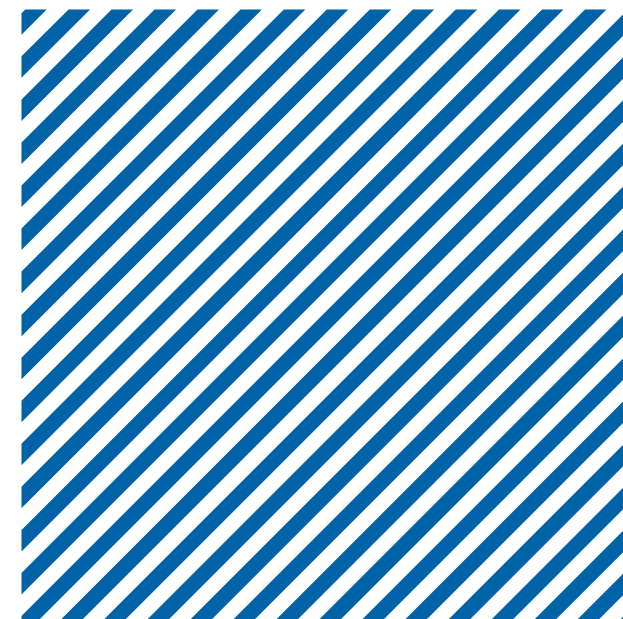
- Develop a checklist
- Check weekly
- Smaller equipment disappears
- Number equipment with the truck
- One time forgiveness/ pay deduction



Vehicle Inventory

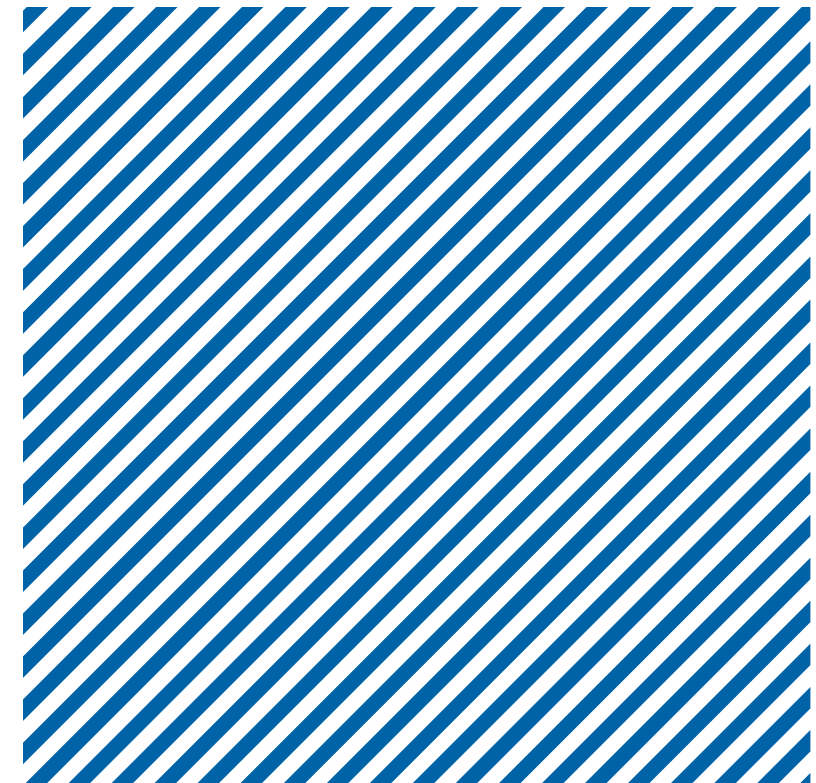
BENEFITS

- Avoid unexpected loss of production
- Smooth stops for Dept of Ag



Maintenance Schedule

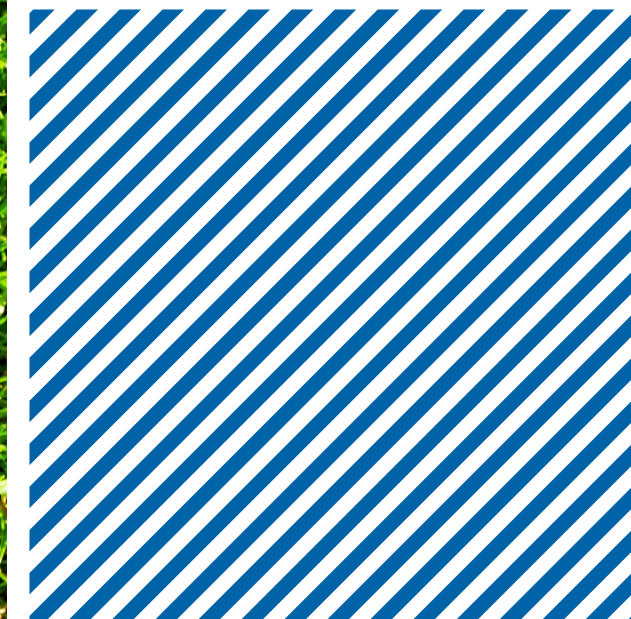
- Trucks, trailers, spray equipment, blowers, spreaders, ect.
- Everything should have a maintenance schedule
- Should be dated on a board in the warehouse
- Laminated maintenance checklist for each date recorded



Maintenace Schedule

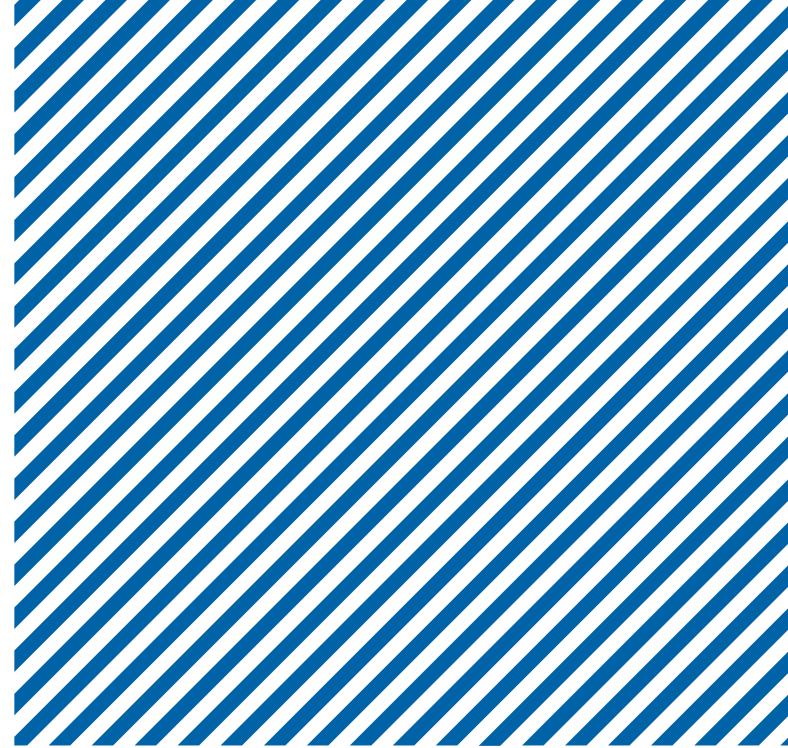
BENEFITS

- Longevity of equipment
- Predictable application speeds
- Avoid unexpected loss of production



Conclusions

- Retain employees
- Build profits
- Add consistency
- Help manage cashflow
- Help to grow your business



MENTIONED DURING THE WEBINAR

- Golden street approach –
<https://www.holganix.com/blog/bid/52947/marketing-tips-and-hints-the-golden-street-approach>
- Calibrating Spray Equipment –
<https://www.holganix.com/education-downloads>

HOLGANIX MARKETING SUPPORT

- <https://www.holganix.com/lawn-care-marketing-support>
- <https://www.holganix.com/blog>
- <https://www.holganix.com/holganix-webinars>



Free Resources

Ready to get started?
Here's a list of free
resources you need to
check out.

INCREASING SALES AT YOUR LAWN & LANDSCAPE COMPANY

- Recording: <https://www.holganix.com/webinar-increasing-sales-at-your-lawn-care-company>

BUILDING YOUR FERTILIZER PROGRAM: MAXIMIZING AGRONOMIC PERFORMANCE WITHOUT BREAKING THE BANK

- Tuesday, March 10 @ 2:00 EST



Reminder

Additional Workshops
Scheduled



Let's Talk

ROB MCCOY

National Sales Manager, Holganix LLC

610-637-0744

Rmccoy@holganix.com

BRIAN MARR

Territory Rep, Holganix LLC

480-266-1135

Bmarr@holganix.com

CHRIS KNAPP

Territory Rep, Holganix LLC

479-381-9297

Cknapp@holganix.com

