



# MANAGING RELATIONSHIPS

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Landscaping in 2011

# INTRODUCTION



- Who's Michael Bates
- Started out a Landscaper stuck with doing business and grew into a Businessman stuck with doing Landscaping
- What is Bates Landscape:
  - 1999: "Implementing Your visions"
  - 2005: "The Designer's Landscaper"
  - 2010: Launch – BATES DETAIL
  - 2011: "The preferred Contractor"



# THE PEOPLE WHO COUNT

- (1) Clients
- (2) Referrers
- (3) Suppliers
- (4) Staff
- (5) Competitors



# CLIENTS

## *Orientation*

- Marketing and creating a profile
- Creating Company values
- Play into your own style
- Write your own service Bible
- Communicating Reputation & Culture
- Status in the industry
- Telling the truth never goes out of style



# CLIENTS

## *Getting the work*

- The 3 A's
- Making and keeping appointments
- Appearance & presentation at first contact
- Understanding the brief– Listening with both ears
- Written communication
- Presentation of Proposal – Understanding their “little things”
- Negotiation and landing the job
- Signing up - Getting Commitment
- Follow-up documentation
- Pre-commencement preparation
- Job commencement – setting the tone
- Communicating progress – Managing Construction Programme
- Variation Management
- Completion hand-over



# CLIENTS

## *Ongoing Connection*

- Marking the Completion
- After completion follow-up
- Remembering their “little things”-getting the DETAILS right
- Deeply satisfied clients are **advocates** for your business
- Reminding them that referrals are the lifeblood of your business
- Hope and pray they still like you
- Staying front of mind without being annoying
- Gardens are born



# REFERRERS

## *Getting started*

- Marketing and Profile
- Creating and managing profile
- List current Referrers –(Builders, Landscape Architects, developers, past clients etc)
- Create Target List potential NEW referrers
- Court connection
- Developing and maintaining strategic alliances
- Understanding your Referrers Client-base
- Working out what your good at & carving out your particular niche and targeting projects



# REFERRERS

## *On the job management*

- Expressing gratitude for qualified leads
- Expressing gratitude for converted leads
- Being friendly without buddying up
- Being helpful without interfering (knowing your place in the food-chain)
- Smoothing out the wrinkles & paying to maintain your reputation
- Managing problems: Telling the truth. Taking responsibility & asking for help
- Making it easy – Encouraging loyalty
- Coping with being “flavour of the month” Aiming for “flavour of the year/decade”
- Celebrating successful job completions



# REFERRERS

## *Staying connected*

- To lunch or not to lunch?
- Moving away from dud-referrers without burning bridges
- Maintaining connections – staying front of mind without being annoying
- Monitoring marketplace – what's happening in the zoo
- Updating Referrers List
- Ongoing expansion of Referral base
- Christmas gifts
- Talking the Walk and communicating successes



# SUPPLIERS

## *Getting the best*

- Seeking out quality suppliers
- Making contact & establishing connection
- Understanding their business & have them understand yours
- Building rapport with allocators –calling in favours
- Enlisting suppliers support for your TEAM
- Building form through orders & loyalty
- Ensuring loyalty rewarded with superior product, service & price
- Encouraging Suppliers to be advocates for your business
- Don't read their newsletters but DO attend some functions
- Examine potential alliances



# STAFF

## *Building Culture*

- Recruiting, training & retaining quality staff(the 110 things to get right)
- Establishing Company values
- Fine-tuning your culture, appearance and image
- Maintaining standards. Insist & practice baseline respect at all times
- Enlist them into your TEAM
- Keeping them in their lanes
- Ensure they understand your business, your clients & your sense of service
- Know your people -GROW your people. Responsibility & empowerment
- Draw professional / family/ social lines & then cross them



# STAFF

## *Getting the most*

- Recognition: It doesn't cost a cent & it's the most valuable thing on earth
- Back it up with pay as you go – avoid resentment
- Reward loyalty & encourage advocacy- Being a part of the WINNING TEAM
- Share your future vision NOT your problems
- Celebrate successes



# COMPETITORS

## *Running the race*

- Knowing Who's Who in the zoo
- Join industry associations & attend events
- Work out your contribution to the industry that made you
- Get involved: Mentor Programme
- Form informal alliances with similar organisations to share experiences - Listen & learn
- Advocate elevation of quality, professionalism & price to lift the game for everyone



# QUESTIONS ?

- What did I miss ?

