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FD2B Talk Radio Insight of the Night

As part of a new partnership between *Landscape Management* and FD2B Talk Radio, we post a tip from the show each week. To listen to the show, tune in to FD2B Talk Radio at FromDesign2Build.com. Here are a few recent gems.

» Instead of having prospective employees just submit a resume, ask them to answer open-ended questions, requiring well-thought-out answers, about a specific experience. Interviewing candidates this way will provide you with valuable insight into how they think and deal with specific situations. You're not going to get that kind of info from a piece of paper with their credentials listed on it.

—Bill Arman, *The Harvest Group, Southern California*

» Home shows and flower shows are a great opportunity for landscape contractors to touch their customers and promote their businesses, but they can get expensive. To help minimize these costs, ask vendors to donate the products to build your display. Naturally, you'll promote the products they donated as a way of thanking them.

—Kevin McLaughlin, *Mac Events, Spring Lake, N.J.*

» A great estimate is also a plan for the job. Give crews a "job planner," which provides the production team what they'll need to build the project, such as the number of man hours that are task-specific, material lists with estimated purchase prices and a list of the equipment needed to install the work.

—Mike Lysecki, *Landscape Management Network, Toronto*

WEB EXTRAS

» View additional photos from this month's Project Portfolio (p. 52).

» Get a link to download Andrew Pototschnik's lawn care marketing mistakes to avoid, referenced on p. 47.



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