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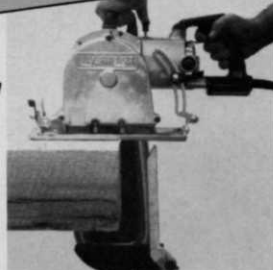
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Selling landscaping

Are you selling your company's services effectively? Maybe you are. But maybe you're not doing the whole job.

Why? Because, besides selling your company, you should also be selling the art of landscaping itself. Much of the country does not know the value of professional landscaping.



"Until recently in this country, we typically hadn't been conditioned to consider the long-term impact of landscaping," says Mark Hunner, regional vice-president at The Brickman Group, Long Grove, Ill.

Many developers, and even homeowners, want to leave a valuable and lasting legacy—witness the recent rise of campus-like environments for planned residential communities and commercial and industrial developments. And landscaping makes a difference.

"It's the landscape and exterior architecture that make the first and most important impression," says Hank Ecker, president of GSL Management in Oregon. "Interior amenities are always important to tenants, but they don't grab people off the streets. And if they don't come off the streets, we can't make the sale."

The better companies—like Brickman—are recognizing the value of selling a good-looking landscape.

"This 'total environment' approach to development aims for an improved quality of life, not only for current residents or employees, but for future generations as well," explains Hunner.

Brickman is working closely with Romeo Mura, president of McIntosh Development on two projects. "We see Brickman's landscape designs as an important part of our total marketing plan," Mura notes. "In addition to helping us sell faster and better, the landscaping also establishes and carries the McIntosh reputation to the next product, the next development."

Professional landscaping is really beginning to catch on. So it's not quite such a hard sell as it might have been a few years ago. But it's still a selling point.

Now let me ask you again: are you selling your company's services effectively?

Jerry Roche, editor

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