

Green Workshop Agenda

Our green workshops will prepare you for the season ahead, giving you tools to
Build a Better Landscape Business.

Day 1

8:30AM - Introduction

- Introduce instructor & peers
- Overview of course objectives
- Why most companies can't grow
- Why the order of improvement systems matters

9:00AM - Sales & Labor Budgets

- Setting the 'right' sales goals
- Division-specific sales goals
- Planning required labor & wages
- Benchmarking productivity vs. industry standards

11:00AM - Equipment Budget

- Calculate true cost of vehicles
- Calculate true cost of equipment
- Establishing the right balance of labor vs. equipment for most efficient production

12:00PM - Lunch

- Enjoy lunch, provided for you
- Network with peers

1:00PM - Materials, Subs & Overhead

- Plan material expenses required for sales goal
- Plan subs required for sales goal
- Identify all company overhead costs
- Benchmark your company vs. industry standards

3:00PM - Profit/Loss Review

- Finalize your plan for profit
- Methods to improve your company & budget
- Calculating what your revenue should be
- Introduce overhead recovery systems
- Demonstrate pros & cons of each overhead system

Day 2

8:30AM - Budget Review (OPEN FORUM)

- Come early and review your budget 1:1 with one of our experts

9:00AM - Cost & Pricing

- Calculate your right rate(s) for labor
- Calculate your right rate(s) for equip
- Pricing materials for maximum profit
- Recovering overhead & non-job cost

11:00AM - Estimating & Sales

- Turnkey estimating systems
- Getting the right price on every job, every time
- Making estimating repeatable & trainable
- Maximizing revenue per man hour
- Estimating templates for rapid, accurate bidding
- Increasing sales & close rates

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1:00PM - Job Plans & Tracking

- Turning estimates into job plans
- Reducing waste hours due to bad planning
- Improving job execution
- Maximizing job productivity
- Tracking and hitting estimated vs. actual hours

3:00PM - Putting it All Together

- Simple, effective jobcosting
- Teaching employees to think/act like owners
- Incentive systems for crew
- Open Q&A

Peer Networking Day 1

Please join us from 4-6PM for plenty of great conversation.
Drinks & food will be provided!

Presented in collaboration with

