

The Consult



GARDENARY.COM

NICOLE BURKE

GARDEN
COACH
SOCIETY



GARDENARY

Key Aspects of a Winning Consult

FIRST STEP IN THE CUSTOMER'S JOURNEY

PAID EXPERIENCE

CLEAR PROMISE & DELIVERABLE

TIME LIMIT

CLEAR EXPECTATIONS

CLEAR LIMITATIONS

CLEAR PLAN FOR FOLLOW UP

URGENCY & SCARCITY

Step 1: What to Bring

WHAT TO BRING

☐

**TAPE MEASURE (AT
LEAST 24FT LONG)**

☐

NOTEBOOK WITH GRAPH PAPER

☐

COMPASS

☐

PENCIL OR PEN

☐

STAKES AND STRING

☐

CAMERA

☐

BUSINESS CARDS

☐

PORTFOLIO OF YOUR WORK (OPTIONAL_

Step 2: Introduction

INTRO

Steps to do when you arrive at your consult meeting.

☐

PUT YOUR PHONE AWAY

☐

BE RELAXED

☐

**BRING YOUR BEST SELF,
BE YOURSELF!**

☐

**LET THE CLIENT LEAD THE WAY, HELP
THEM FEEL AT EASE**

Step 3: Provide Information

INFORMATION

Take time to ask your client questions and listen. This is a great time for them to give you info and then for you to do the same in return.

- 1 Use the 5 questions module in Kitchen Garden Academy course to ask your client Who, What, Where, Why and How Much.
- 2 You can give them information on the growing seasons in your city and the top 3-5 plants that you can grow in each season.
- 3 Teach them how to best grow these plants. Talk about soil, water and light.

Step 4: Provide Options

Now is time to go through the their yard with them.

- 1 Ask them if there are places in the yard that they feel might be good for a garden. Go to each spot and measure and talk about the pros and cons of each area.
- 2 Reserve your opinion to the end of the conversation. Be honest about challenges they will have if they want to garden in spaces that you know are not ideal.
- 3 Narrow down to 2 options, best if you can get to 1.
- 4 Measure and re-measure and document each garden area.
- 5 If there are 2 areas to choose from, give them time to think about it and/or talk with those who live with them in their household.

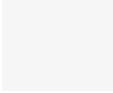
Step 5: Close with Call to Action

CLOSE

Be sure to try and keep your meeting to 1hr, You want to leave them wanting more from you.

- 1 Tell them the next steps to expect from you.
- 2 Tell them when you need a decision from them if they are deciding between 2 different possible garden locations.
- 3 Let them know when you will be able to install.
- 4 Let them know if they want to grow X plant, then they need to have garden installed by X. This gives them a bit of urgency.
- 5 Let them know when they will hear from you and how you will follow up.
- 6 Give them a general price range of what a garden installation costs. For example on average a DIY garden costs \$35/sqft and a Turnkey costs \$100/sqft.
- 7 Thank them for their time and choosing you as their Garden Consultant. Tell them that you are looking forward to working with them as your client.

Your Consult Script

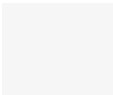


Listen

Client Identity _____

Client Aspiration _____

Client Problems _____



Guide

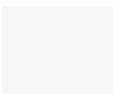
Identify Real Problem _____

Reveal Solution _____

Align With Aspiration _____

Explain Plan _____

Identify Stakes _____



Call To Action

Identify Action Required _____

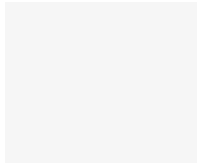
Explain Reward _____

Set Time Limit _____

Restate Plan _____

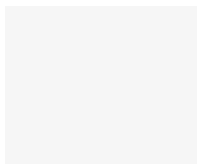
Reassure Aspiration _____

Listen



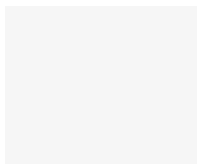
Identity

“Tell me more about yourself and your family’s current needs.”



Aspiration

“What interests you most about a garden and how do you see yourself enjoying it?”



Problems

“What challenges have you faced with gardening up until now? What frustrations?”

Guide

REAL PROBLEM:

“I can relate to your challenges-here’s the real problem...”

SOLUTION:

“The reason you’ve had challenges up until now is because you haven’t had a coach or consultant. That’s why I do what I do.”

ASPIRATION ALIGNMENT:

“I heard you say you wanted ____ from the garden and that’s totally possible when you have a consultant to help you along the journey...”

PLAN:

“Based on my own success and the Gardenary model, I have a simple three step plan to help you get what you’re looking for in the garden”

STAKES:

“Most people think the answer is in buying more products or just hiring some muscle to do the heavy lifting, but that’s a guaranteed way to lose time and money...”

Call To Action

ACTION:

“Here’s the 3 step plan, and all you have to do to get started is read and sign right here. Then pay your deposit...”

REWARD:

“As soon as you sign, I’ll set up your custom plan”

TIME LIMIT:

“I book my clients per quarter and I’m only taking # this month. I’ll close deposits for this month by __date.”

PLAN:

“The 3 step plan will address the challenges you’ve faced as we handle x in step 1,y in step 2 and z in step 3.”

ASPIRATION:

“Our vision is to _____ and so helping you achieve your {aspiration} is what we’re here for. I’ll get started on your {aspiration} as soon as you sign here”

Planning Your Information Session

My Seasons

	HIGH	LOW	RAIN	SEASON
JAN	_____	_____	_____	_____
FEB	_____	_____	_____	_____
MAR	_____	_____	_____	_____
APR	_____	_____	_____	_____
MAY	_____	_____	_____	_____
JUN	_____	_____	_____	_____
JUL	_____	_____	_____	_____
AUG	_____	_____	_____	_____
SEPT	_____	_____	_____	_____
OCT	_____	_____	_____	_____
NOV	_____	_____	_____	_____
DEC	_____	_____	_____	_____

SEASONAL GUIDE BY AVERAGE HIGH TEMPERATURE

COLD: < 30 | COOL 35-65 | WARM 65-85 | HOT 85+

My Seasons

COLD SEASON

COOL SEASON

WARM SEASON

HOT SEASON

SECOND SEASON

Plant Families

COLD

>34 ° F
<1 ° C

AMARYLLIDACEAE FAMILY

Garlic, onions, chives, asparagus, and shallots are dormant in cold climates and slow growing in mild ones (Plant asparagus outside of the raised bed area)

AMARANTHACEAE FAMILY

Spinach will grow slowly under cover in temps above 25 degrees
APIACEAE FAMILY
Carrots will grow slowly under cover in cold climates

POLYGONACEAE FAMILY

Rhubarb is dormant in the cold season and should be planted outside the raised bed area

COOL

35 ° -65 ° F
1 ° -18 ° C

AMARYLLIDACEAE FAMILY

garlic, onions, chives

AMARANTHACEAE FAMILY

beets, swiss chard, spinach

ASTERACEAE FAMILY

lettuces, romaine, buttercrunch, raddichio, chamomile, calendula, marigolds

APIACEAE FAMILY

carrots, dill, cilantro, parsley, fennel

BRASSICAEAE FAMILY

arugula, broccoli, cabbage, cauliflower, kale, kohlrabi

FABIACEAE FAMILY

sugar snap peas, sweet peas, fava beans

LAMIACEAE FAMILY

oregano, rosemary, sage, thyme

WARM

65 ° -85 ° F
18 ° -29 ° C

AMARYLLIDACEAE FAMILY

garlic, onions, chives

AMARANTHACEAE FAMILY

swiss chard

BRASSICAEAE

arugula, kale

CUCURBITACEAE FAMILY

cucumbers, squash, zucchini

FABIACEAE FAMILY

bush and pole beans

LAMIACEAE FAMILY

basil, mint, oregano, rosemary, sage, thyme

SOLANACEAE FAMILY

tomatoes, peppers, eggplants

HOT

>85 ° F
>29 ° C

AMARYLLIDACEAE FAMILY

garlic, onions, chives

AMARANTHACEAE FAMILY

swiss chard

BRASSICAEAE

arugula, kale

CONVOLVULACEAE FAMILY

sweet potato

CUCURBITACEAE FAMILY

Armenian cucumber, luffa gourd

FABIACEAE FAMILY

crowder peas

LAMIACEAE FAMILY

basil, mint, oregano, rosemary, sage, thyme

MALVACEAE FAMILY

cotton, okra

SOLANACEAE FAMILY

tomatillos, peppers, eggplants

Homework

Fill out the Seasons and Temperature Chart for your area.

Create a 1 to 4 page handout you'll provide for your first clients.

Practice your Listen, Guide and Call to Action for your Consult on your own.

(Type out your talk, write it down in your journal, practice in the shower, in front of the mirror and video yourself on your phone).

Adjust your consult and improve it each time.

Ask a friend or family member to role play with you. Be the consultant and go through the Listen, Guide and Call to Action in Your Consult. Tell them their role and have them give you feedback after the talk.

Adjust your consult and improve it.

Once completed, send a text, email or call 5 friends or acquaintances and offer a complimentary garden consult this month.

Adjust your consult and improve it based on their feedback. Prepare to offer your free consults to the public.

join the movement

Gardenary's mission is to make gardening an ordinary part of life for everyone again through its unique gardening systems, it's personalized approach, and qualifying and training Gardenary Consultants around the world.

THANK YOU!

For being part of the
Kitchen Garden Movement

Learn More About Garden Coach Society:

Apply for Garden Coach Society

Join Gardenary 365

Garden Design Services

Kitchen Garden Revival Book



GARDENARY