



MAKE YOUR NEXT EVENT A MEMORABLE SUCCESS!

Frank Bourque is an award-winning hardscape professional, speaker, writer, consultant, and entrepreneur with an extensive background in business and hardscape construction.

His knowledge and experience have allowed him to coach various types of organizations in sales, customer service, installation practices, peak performance and efficiency strategies. He has been a part of the Green Industry for more than 20 years as a business owner, working in various sectors including retail, landscape management and landscape design/construction.

Frank coaches internationally and offers conferences at some of the largest contractor events throughout the US and Canada such as Hardscape North America, The Green Industry & Equipment Expo (GIE+EXPO) and Landscape Ontario Congress. He is the host of Hardscape Live and also, a certified ICPI & NCMA instructor.





FRANK BOURQUE

SPEAKER. CONSULTANT. COACH.



PROFESSIONAL KEYNOTES AND PROGRAMS

Each one of the following topics can be presented in formats of 60-90 minute presentations, keynotes, workshops, daily events, and/or coaching.

SALES STRATEGIES

STAND OUT FROM THE COMPETITION: HOW TO SELL, UPSELL AND CREATE EXCEPTIONAL CUSTOMER SERVICE

Get an inside look at the unique qualities of outstanding hardscape businesses and how they get people to buy what they are selling. This session focuses on what motivates people to buy and how people make buying decisions. It also gives strategies to develop a culture of enthusiastic employees that have the ability to innovate and provide memorable customer service. This presentation will help you create a step-by-step approach for a winning sales process.

INCREASING PROFITS

THE PROOF IS IN THE PROFITS

Research demonstrates that there is a wide gap in workplace performance. This session provides the tools and skills needed to close this gap by helping ensure employees feel valued, supported, developed, and rewarded. It will also help you assess, motivate and create a culture of consistent performance, which in turn will help you, your business, and its bottom line.

MANAGING ASSETS

CONTRACTOR SUCCESS AND HOW TO MANAGE YOUR 4 GREATEST ASSETS

This is possibly the most impactful presentation to change your perception of what's really important to manage in your business. Learn where to focus your energy in your business operations and best of all, learn a system that's easy to use and straightforward to implement.

CUSTOMER SERVICE

GAINING LOYAL CLIENTS THROUGH THE 5 RULES OF EXCEPTIONAL AND MEMORABLE SERVICE

This is possibly the most impactful presentation to change your perception of what's really important to manage in your business. Learn where to focus your energy in your business operations and best of all, learn a system that's easy to use and straightforward to implement.

MOBILE SETUP

SETTING UP YOUR MOBILE OFFICE TO INCREASE EFFICIENCY AND PROFITS

Learn how to setup a mobile office to run your business operations from anywhere to increase productivity, efficiency and profits. Furthermore, learn creative ways to use technology to monitor, manage, brand and market your business for less.



HIGH EFFICIENCY

HABITS OF HIGHLY EFFECTIVE TEAMS

In order to be the best, you need the best. Learn the habits of highly effective teams, leaders and hardscape crews. Get the latest information regarding the best industry habits that can increase your efficiency, productivity and profits. This session focuses on what makes the best companies and how industry leaders do it.

SETTING UP YOUR MOBILE OFFICE TO INCREASE PROFITS AND EFFICIENCY

Learn about the new tools and technology that are used by highly effective teams, leaders and hardscape crews. Get the latest information regarding the best industry resources that can increase your efficiency, productivity and profits.

COMMON PITFALLS

COMMON PITFALLS YOU SHOULD KNOW ABOUT

Managing a hardscape business can have its ups and downs. However, when you can learn from other people's mistakes, you can prevent many of the common pitfalls that often make it challenging to manage and excel in the business. In addition, when you know how to manage and deal with the common pitfalls you can prevent profit loss and ease the challenges at work.

PUBLIC SEMINARS

TOP NEW TRENDS TO INCREASE YOUR HOME VALUE

Learn about the new, trendy and exciting innovations within the industry. Maximizing your space and home value starts with a few basic steps and can be approached with various new and exciting landscape solutions.

HOW TO FIND YOUR IDEAL CONTRACTOR

Loaded with tips and tricks, Frank shares the top dos and don'ts for achieving a successful project and finding your ideal contractor. If you are looking to invest in a project, you will gain the knowledge and awareness you need to get the most for your investment.

PLANNING LIKE A PRO

Practical, easy to use, take-home information for creating dream projects, adding value and how to avoid wasting precious time, energy and money.

PROFESSIONAL COACHING

LET'S GO SMARTER, NOT HARDER...

Why consider coaching? A business coach is somebody who helps you move from where you are to where you want to be, and does so by solely focusing on your goals. Creating a vision and a plan are the first steps to reaching your next level of success in your business. Call us to learn what we can do for you and how you can get a complimentary coaching session to get you on track.