



Join us on Saturday, to discuss “**From the Outside/In - Marketing Design/Build Services**”.

Whether you work in Landscape maintenance, as an Interiorscaper or in Commercial Installation work, you won't want to miss this hour-long discussion that offers a broad range of sales and marketing techniques for everyone. Whether you work inside or outside, in care or installation, with commercial or residential sites - or as I do to promote residential landscape architecture, design and outdoor construction services - you will want to join other WALP members for this far-ranging conversation.

We have more means to market our services than ever before, from simple print handouts to sophisticated web presentations - to the many aspects of social media and SEO - from packages for Cad plans or PhotoShop images, to innovative promo films made with drones and GoPro. Join your WALP friends as we look at both “best-and-budget” ways to market and promote your company's specialized landscape efforts. We will discuss how to present landscape services to potential clients, what has worked and what hasn't, where to place ads and when, how much to invest, what to charge and what to include. During this session you will be able to determine the best combination of promotional materials and media to fit your own individual market niche. You will definitely want to be there – because as a special bonus - we will be offering up two easy to implement ideas that may increase your revenue by 5 to 10% or more! With a discussion among attendees afterward, this seminar is presented as a fast series of images, including an audience handout, a followup discussion - and a brief survey measuring how attendees are marketing their services that we will share *with seminar attendees only*.

We know you won't want to miss our talk on Friday about the many “**Choke Points and Bottlenecks**” that we face in running our Landscape operations. Sure, some of us might say that it's been a relatively smooth road in today's expanding economy, managing your successful landscape business. But to really capture the road ahead, a good manager will learn to identify leaks in expenses - those bottlenecks of inefficiency that slow your company's growth. We've all seen these choke points, from inefficient labor to broken equipment, from bad estimating to bad hires, sloppy shop layout and more - and we all know that there are hundreds of other holes to plug for even the most efficient businesses.

Working from ideas grounded in Japanese manufacturing processes and from shared personal experiences, this hour-long seminar will help you to identify common choke-points that 'drag' on your own company momentum - and offer simple, permanent processes and patches for each - to keep you driving forward. With a Q&A among attendees afterward, this seminar is presented with a fast series of images followed by a far-ranging discussion and includes an audience handout.

As a special bonus, you won't want to miss *two simple ideas* we will discuss - the first will immediately speed up your client payments to less than 30 days. The second will increase your ability to close by 10% or more! So, plan to be there!



Alan Burke owns and manages Classic Nursery & Landscape Company. He has been a practicing landscape architect in Los Angeles and Seattle. Pacific Magazine, The Los Angeles Times Magazine, Northwest Home+Garden and American Home magazine have featured his design work. A residential garden design that he prepared at the request of the editors of Sunset is displayed on the back cover of the first edition of The Sunset Western Landscaping Book. His work has been featured in several issues of The Seattle Times Pacific Magazine. Alan has been profiled by Evening newsmagazine and his design work has been presented on City TV in Toronto, a CBS television special and on The ABC Home Show. He has also written for landscape industry publications and lectured at universities and trade organizations throughout the country.

Alan worked with several landscape architects and design/build firms before joining Classic Nursery in 1994. With almost four decades in King County and a staff of up to 30, Classic is a comprehensive landscape and big tree nursery operation on 10 acres in the winery district of Woodinville, Washington - with separate Design offices located about a mile north of Chateau Ste. Michelle. Classic is typically installing up to a dozen projects concurrently on any given day as well as caring for several properties. Public installations include a number of WALP award-winning exhibits as well as the Founders Cup/Best of Show award at the Northwest Flower & Garden Show. You can see his team's work at classicnursery.com. Alan also curates the 'Green Meridian' FaceBook page, a closed discussion group with hundreds of members.



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Association of Professional Landscape Designers
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