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St. Louis, MO

The Leader in Education and Trade.

Presented by the Western Nursery & Landscape Association

www.nationalgreencentre.org

Customer Service Will Not Grow Your Business

John Stanley, world-renowned industry consultant, will tell you why during his March 11 webinar

John Stanley of John Stanley Associates, together with the Western Nursery and Landscape Association, offers you leading edge education delivered straight to your garden center via webinars. For his first webinar in a four-part series, John will address why customer service will not grow your business. This webinar is aimed at getting your team ready for the spring season. Topics for discussion will include:

- Your team and your brand living the brand
- Don't sell, grow the business instead
- Why customer service is dead
- The 5 keys to growing sales in 2010
- Getting the basics right with for the customer
- Measuring your success

The webinar will be held on Thursday, March 11, 2010. Visit www.nationalgreencentre.org to register. The webinar costs \$45.

Additional webinars planned for 2010 include:

- Building displays that grow sales
- Merchandising for success
- Christmas is coming, plan the event

These webinars expand the education currently offered by the Western Nursery and Landscape Association. The association and John Stanley agree that training is essential for all garden retail businesses to keep up to date and adopt new ideas. "We know that national conferences like the National Green Centre, presented by the Western Nursery and Land-scape Association are essential means of keeping up to date," says association president Jim Mason of Country Landscapes. "We also know that most businesses need to keep up to date throughout the year. We are excited to partner with John Stanley to offer United States garden centers quarterly educational webinars in addition to the meaningful education programming already offered at our annual conference and trade show."

John Stanley with John Stanley Associates of Australia is launching the Retail Nursery Training Academy, a Webinar based training academy, on a global level. These webinars will be offered in the United States solely through the Western Nursery and Landscape Association. John will present training from his office that comes directly to your computer in your business. These 60 minute training session will enable you to obtain global ideas to improve your business and keep ahead of your competition.

"As a garden center owner, I am excited to have the opportunity to hear John Stanley's new ideas multiple times a year," says Sandi Hillermann McDonald, association board member and owner of Hillermann Nursery and Florist, 2009 Garden Center of the Year. "These webinars will be a cost-effective, timely addition to the annual educational opportunities offered at the National Green Centre."

The 2011 National Green Centre, presented by the Western Nursery and Landscape Association is Jan. 9-10 at the AMERICA'S CENTER in St. Louis, MO. For exhibit information sign up to receive our weekly e-newsletter at www.nationalgreencentre.org, visit www.nationalgreencentre.org, e-mail info@nationalgreencentre.org, or call 888-233-1876.