



UNIVERSITY OF
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EXTENSION

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WHAT BUSINESS ARE YOU IN?

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Although that sounds like a funny question to ask, many of those currently in the landscape maintenance business don't really know. They answer the question by saying "we mow lawns".

At first glance that seems to be the right answer. In fact it's the wrong answer. Let me tell you why.

Most service businesses, including the landscape maintenance business, sell **convenience**. Your real job is eliminating hassles from your customers' lives. Your customers don't want to deal with all the worries and aggravations that come with maintaining their lawns and landscapes. In fact they'll even pay someone - you - to deal with it all. Knowing what equipment to buy is a hassle, comparing makes, models, prices and features is inconvenient. Not to mention learning to use the equipment properly and safely. The heat and humidity during the growing season is downright uncomfortable. To do the work, those customers would have to get hot, sweaty and dirty, not to mention exhausted on a regular basis. Again, this is an inconvenience to someone that has already worked all week. Then they have to deal with broken equipment, regular maintenance, gas, oil and back-ordered parts. Talk about a hassle. How about trimming, weeding, chemicals, fertilizer and broken irrigation. It's no wonder our customers don't want to deal with it.

The point is - **you sell convenience not lawn-mowing**. The minute that your service becomes inconvenient to our customers - the work gets sloppy, or they have to call 4 times to contact you, or if, in any way, you add more hassles to your customers lives than you eliminate, you're on your way out the door.

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