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The Advantage of Landscape Knowledge In Selling Nursery Stock.

Earn As You Learn

"For everything you must have a plan. Whatever is not profoundly considered in its details procludes no good results. I leave nothing to chance."—Napoleon.

Perry Nursery Company

Incorporated 1895

Sales Agencies in 28 States

HOME OFFICE

ROCHESTER, N. Y.

"The Flower City"

"Everyone should be able to draw and sketch."

LANDSCAPE KNOWLEDGE

WHILE we are not attempting a course in landscape gardening, we realize, THROUGH YEARS OF EXPERIENCE IN EVERY PHASE OF THE NURSERY BUSINESS, that a good general knowledge on landscaping by the man or woman in the selling field, means added dollars to them. While there are a good many books on the subject and correspondence courses to be had, we believe that it is not necessary, that landscaping can be had for you through our general dealings and co-operation at both ends. All in all, IT IS THE PRACTICAL SIDE THAT REALLY COUNTS.

ACQUAINT YOURSELF

THE first step for you is to become familiar with stock. Tall, medium and dwarf growing shrubs and perennials; season of flower, color of bloom; the approximate height of ornamental trees; the varieties for street and lawn planting; a general knowledge of climbing vines, hedgings, hybrid tea, hybrid perpetual and climbing Roses; Fall and Spring planting bulbs; Evergreens; fruit trees and small fruits. A careful study of the plans given in our catalogue, landscape booklet and other printed matter which we furnish free, will get you started on the right track.

SAMPLE SKETCHES

THE second point is the making up of your first drawing merely as a sample sketch. You may figure on a new property, lot 50 feet wide by 120 feet deep. Locate the position of the house, the walks, the driveway, garage and any other buildings that you wish to show on the plan. Draw to scale and then work in the planting, front, sides and the rear, listing as you go along the planting stock. For example:

The number on the left of planting list refers to the key or plan number, while the number to the right tells how many plants are required. When completed, send in your sample sketch to us. It will be gone over carefully and returned to you, with our suggestions, for your further study and guidance. It would be advisable to make up one or two more of the sample plans for further criticisms, after which time you should be in shape to work out your first real landscape job. It might be well to submit this to us also before your prospective customer sees it.

Your plan and your ideas should never at any time be left with the prospect. THE PLAN SHOULD BE GIVEN HIM ONLY AFTER THE ORDER CONTRACT HAS BEEN SIGNED.

BIG POSSIBILITIES

THERE are thousands of places that are already partly planted "hit or miss" that will mean good-sized orders for you, with your knowledge and ideas. By altering their present planting, using in your plan what good shrubs, roses or vines they happen to have and properly "framed" with trees, shrubs, perennials, roses, hedges, vines, etc., by your idea. With plenty of suggestions from you on WHAT, WHERE AND HOW TO PLANT you are sure of the good business in your territory.

ACTION

REMEMBER at all times that the making of sketches will pay you, IF YOU WILL GIVE THIS AN HONEST, FAIR TRIAL. Some of the most successful men and women on our sales force with no previous experience or knowledge of our line, gained their experience and knowledge through this service, the only cost being their time and co-operation.

RESULTS THAT YOU MAY EXPECT

When D. B. Perry, of Michigan, came with us he knew very little about the nursery business. He realized almost from the day he started, however, that if he could make his customers SEE how their yard and garden would look after planted, it would help him in securing the order. On one of his first reports he wrote: "I have made a study of homes that are well planted, and have a good idea how to arrange the planting. I make a sketch of the yard and it helps me make the sale, also it gets a larger order."

He now has complete Landscape equipment, and is doing BIG things with it. When a man can sell \$194.80 in two days it shows that he is working along the right lines. Perry says: "I appreciate your assistance, and have made some mighty nice planting designs with the help of the material you sent me. I want to show my customers that I know my business. That was why I was anxious to learn more of landscaping methods."

Many others on our force are having this same experience with this service, which puts them in contact with many people they could not hope to interest without landscape knowledge. SEND US YOUR FIRST SAMPLE SKETCH REAL SOON.

"Drawing is like driving a car—It comes easy when once you learn the rudiments."

FOR THE SMALLER ORDER

A VERY simple and clear plan, used by a good many of our representatives on the smaller orders for porch foundations, perennial or rose beds and shrub borders, is worked out along the following idea; thus the planting can be taken care of by the purchaser, without the help or extra expense of a gardener or laborer:

Roughly draw up the planting plan (it is not necessary to bring this to scale) showing the purchaser about where each shrub or planting stock is to be located. When the selection of stock has been made and the order written up and signed, enter on the ROUGH SKETCH and the CUSTOMER'S DUPLICATE ORDER, the planting number. For example:

- 6 Spirea Van Houtte—No. 1.
- 6 Barberry Thunbergi, shrub size—No. 2.
- Between porch and sidewalk, on either side of entrance, 2 Tea's Weeping Mulberry—No. 3.
- 3 Spirea Van Houtte and 3 Barberry Thunbergi, on either side of porch.
- Set the Tea's Weeping Mulberry on either side of the front walk.

By this plan no ideas would be given to your prospective customer before the order has been definitely given. By this idea you have given service and put the purchaser in position where he knows the exact planting location of each item he has purchased.