



# The Landscape Sales Conversion Playbook

Close More Leads  
Without the Hard Sell

# Welcome

If you're great at quoting but find it tough to consistently close jobs—or if leads are slipping through the cracks—this playbook is here to help.

We've reviewed hundreds of sales calls and quoting processes from landscape companies across North America to determine what works. This guide is built from those insights.

You'll walk through a proven system that helps you respond faster, follow up with confidence, and close more of the right jobs—without feeling like you're forcing the sale.

Let's dive in.

## The 6-Step Sales System for Landscapers

1. Respond Immediately
2. Follow-Up Like a Pro
3. Qualify Like a Consultant
4. Present With Presence
5. Book a Decision Check-In
6. Track Your Funnel

# 01 Speed Wins: Respond Immediately



**Did You Know?** Responding to a lead within five minutes increases your chances of connecting by 100x and boosts the likelihood of qualifying them by 21x.

([Harvard Business Review](#)).

## What to Do:

Answer the phone or aim to respond within 5 minutes of any new inquiry.

Use tools like Calendly or Google Calendar to include a link in your auto-reply—make it easy for them to book.

If you can't always answer calls, consider an admin or answering service.

# 02 Follow-Up Like a Pro



**Did You Know?** 80% of sales require 5–8 follow-ups, but most landscapers stop at 1 or 2.

## What to Do:

- Use a simple cadence: follow up by Call, Text, Email—five times or more.
- Include language like: “Last thing I want to do is bug you, but I don’t want you to fall through the cracks.”
- Use automation tools (e.g., [Landscape CRM](#)) to ensure you don’t miss steps.

# 03 Qualify Like a Consultant

## Your intake form or first call should capture:

- Name
- Address
- Budget Range
- Email
- Project Type
- Decision-makers involved
- Phone
- Timing
- Success Criteria

**Pro Tip:** Use budget brackets to ease tension (e.g., \$50–\$100K, \$100–500K.)

## 04 Present With Presence

**Emailing quotes = silent rejection. Presenting = engaged conversation.**

### **What to Do:**

- Book a Zoom or in-person meeting to go over the proposal.
- Bring testimonials, project images, and a breakdown of the investment.
- Ask: “If this is everything you’re looking for, what happens next?”

## 05 Book a Decision Check-In

### **At the end of your proposal presentation:**

- Lock in a 15-min Zoom call 3–5 days out.
- Frame it as: “*Whether it’s a yes or no, let’s hop on for 15 minutes to finalize next steps.*”

## 06 Track Your Funnel

**You can’t fix what you don’t measure.**

### **Track:**

- Contact Rate,
- Qualification Rate
- Site Visit Rate
- Proposal Delivery Rate
- Close Rate

### **Example Funnel Math:**

100 leads → 60 contacted → 48 qualified → 36 site visits → 18 proposals → 9 jobs closed

# Ready to Level Up Your Close Rate?

If this playbook gave you a few ideas, imagine what we could do together live.

**Join me for a hands-on sales workshop, where I'll help you build:**

- A professional intake system
- A bulletproof follow-up sequence
- A simple, trackable sales funnel
- Tools to book more jobs without needing to “sell”

This isn't a webinar. This is a working session. You'll leave with your system installed.

Seats are limited to keep it hands-on. Let's close more of the right jobs—without chasing ghosts.

[Click Here to Join the Next Sales Workshop](#)



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