



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 Turn Quotes Into Jobs?

This playbook lays out the exact steps landscapers across North America are using to close more jobs: respond immediately, follow up like a pro, qualify like a consultant, present with confidence, book decision check-ins, and track your funnel.

If you want help implementing the systems, automating the follow-ups, and aligning your marketing so more quotes turn into real jobs, that's what we do all day, every day. We build these growth engines for landscapers who are serious about scaling.

The question is, do you want to dabble with it or install the system and watch it run?

Let's Build Your Sales Machine



Robert Murray
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