Lawn Care
You are part of the sales team for TruGreen Lawn Care Company. The company’s website (below) provides an overview of the services they provide for homeowners, including several lawn care plans, lawn pest control, soil aeration, sprinkler maintenance, soil amendments, grub control services, and mosquito control. For purposes of this contest, ignore the commercial services and tree and shrub plans.

On the day of the contest, you will be provided a summary of information about those selected products when your team enters the preparation room. Think about how each service might be useful, or not so useful, to homeowners with alternative preferences.

As an individual on the sales team, you will each encounter one of four types of homeowners who could benefit from one or more of the services TruGreen provides. In the team part of the competition, your team will develop sales programs/strategies/approaches for each type of prospective customer. (The descriptions of these customers will be given to you in the preparation phase on the day of the contest.) In your preparation for the contest, you may want to think of the characteristics of different customers who might be interested in the company’s services, and what services would be most appropriate for each type of customer.

Company Website:
https://www.trugreen.com