

Outreach by Leadership to Potential Members TALKING POINTS

Thank you for the opportunity to introduce you to the Professional Landcare Network (PLANET), the national association for the green industry. We believe that once you realize what PLANET has to offer and how it will benefit you, your employees, and your company, you will want to become a part of our growing network.

1 Let me tell you about my experience with PLANET and why it has been so good for me personally and professionally. (Share your PLANET experience)

2 Let me tell you why PLANET is important to you and our profession:
Our focus is helping our over 3,500 members improve their businesses through access to timely resources, education, and industry certification. PLANET provides a venue for them to share best practices to grow or maintain profitable companies. PLANET also places a high priority on legislative issues, acting as the green industry's voice on Capitol Hill.

3 Join PLANET to unlock the network that for years has provided benefits, resources, and services that have helped PLANET members succeed. Membership provides:

Networking with other industry professionals

Information on industry developments

Continuing education opportunities

Updates on current legislative/regulatory issues

Knowledge and opportunities in your specialty area

Design/Build, Landscape Management, Lawn Care, and Interior Plantscape

4 In these tough economic times, PLANET is your go-to organization. You can network with fellow members about how to best survive and thrive. Just this year, PLANET hosted a Web conference geared toward the effects of the economy on lawn care and landscape professionals. You can download this session and the many other informational Webinars, articles and publications PLANET offers to its members to excel in the good times and the tough times.

5 PLANET also offers an expansive publications catalog, dynamic educational sessions for the 2009 Green Industry Conference, new programs such as the PLANET Day of Service, a new computer-based certification testing option, new online tool kits, new Trailblazers, new safety resources, and new money-saving affinity and discount programs such as a fleet fuel program, discounted office supplies and credit card processing, and payroll and debt collection services. Not to mention access to HR, legal, PR and safety consultants.

6 Come and explore the many ways PLANET membership pays for itself over and over again.

7 PLANET now offers a quarterly payment option for your annual membership dues. Now you can take advantage of the networking, educational, and legislative benefits of belonging to PLANET with just four manageable payments. This is just another one of the ways PLANET is helping professionals like you and me get through this tough economic time.

8 Join PLANET today. I can put you in touch with our member service team at (800) 395-2522 today or you can go online at www.landcarenetwork.org to take advantage of your membership benefits and services immediately.

9 Share with the prospective member your personal story and how PLANET has benefited you and your company.

10 Thank you. Can I have our membership staff contact you at a convenient time?