

ADVANTAGE DEVELOPMENT SYSTEM

A Strategy for Developing the Profit Potential of your Company

The Profit Picture



The Advantage Development System will help you put together your profit picture.

Invest in a Proven Process

Advantage Development System programs are designed for small groups of non-competing garden centers to participate in an experiential learning process that delivers lasting improvement and sustainable profit.



CLIENT ADVANTAGE

Client Advantage provides skills and perspective to develop a customer-first culture to build more effective relationships with clients who determine they want a lifelong relationship with your company. Now that's loyalty!



LEADERSHIP ADVANTAGE

Leadership Advantage constructs an ownership mindset that respects the owner's investment in the management team as a foundation to build their area of responsibility in the company to create sustainable profits.



MARKETPLACE ADVANTAGE

Marketplace Advantage guides you to master marketing and connect with customers on their values and terms. You will take control of your marketing and advertising with strategies for your marketplace, including a solid and actionable marketing plan.



EXECUTIVE ADVANTAGE

Executive Advantage defines the proper role of an effective executive for your company and guides development of business strategies and plans and the alignment of resources necessary to profit from them.



MERCHANT ADVANTAGE

Merchant Advantage provides methods for controlled operations and merchandise planning to consistently deliver high product category performance measured in margin and profit.



OWNER-INVESTOR ADVANTAGE

Owner-Investor Advantage guides you to operate your business as a personal investment. You will evaluate the potential return of your current or expanded investment and chart a course for freedom of your time as well as financial independence provided by income, equity building, and developing an exit strategy and plan.



EXECUTIVE FACILITATOR

Your Executive Facilitator provides guidance through the accelerated learning provided by each Advantage Development System program to help you make timely decisions and take necessary actions for continued growth.



