

Marketing & Selling Commercial Landscaping Services

As you probably already realize, some of the largest landscaping companies in the country serve the commercial marketplace. No doubt, the large multi-year contracts and recurring profits are very attractive.

There are some big differences in how best to serve commercial versus residential markets. This Tip Sheet aims to highlight some of these differences and offer some practical advice for those of you looking to move into the B2B space.

Keep in mind...

According to Lawn & Landscape's annual Top 100 List, the top 20 companies in the country are laser-focused on either the residential or commercial market. You cannot be great at both. The best (and largest) companies in our industry understand this and choose their path wisely. You will most likely need to do the same.

With this in mind, here are some quick tips:

- If you offer both residential and commercial services right now, be sure to have dedicated crews and equipment for your commercial properties (and vice versa). Don't intermingle your employees and equipment between property types.
- The sales process for B2B compared to B2C is very different. Similar to above, individual sales people should focus on either commercial sales or residential sales – not both.
- Educate yourself before jumping into commercial work. Specifically, educate yourself on the different property types in your unique market (office, government, HOAs, etc.). You also need to educate yourself on who the decision makers are in the B2B space – property managers, asset managers, facility managers, etc.

- Identify your competitors in your market. Who will you be bidding against? What is their competitive advantage? How will you position your company against theirs? Commercial landscaping is a highly competitive space. Your competitors will just be waiting for you to screw up.
- As you transition to commercial services, make sure your business isn't too dependent on a single large account ("big whales") or a single property type (like multi-family housing). With twists and turns in the market you need to be diversified.

Marketing your commercial landscaping services

There will be some notable differences in how you market your business when you serve the commercial market. Here are some tips:

- Displaying thought-leadership and expertise is even more critical to B2B marketing and sales success. You'll be dealing with individuals and groups whose jobs are dependent on the decisions they make (like who to hire as their landscape contractor). You must focus on educating your prospects and providing value over months, and even years, before you may start working together.
- Your website will need to play a key role in educating your prospects. More in-depth content will be needed, such as case studies, video, an insightful blog and even long-form content like whitepapers and reports.
- Social media should play a larger role in your marketing strategy. Business professionals are more open to connecting online and building relationships in a digital space. The key is to provide value at every turn to keep your prospects engaged.
- Get involved with real estate groups like the Building Owners and Managers Association (BOMA) and Commercial Real Estate Women (CREW). The organizations are active nationally and in many local markets. Chamber of Commerce meetings, CEO forums and other networking events are also great places to build relationships and even meet potential clients.

B2B sales strategies

This is where the rubber meets the road. B2B sales can be a grind as the sales cycle tends to be longer compared to transactions on the residential side. You will also be dealing with more people on each contract. Many times your main point of contact won't even be the decision maker and will have little say in what gets approved. The turnover rate amongst these professionals is also very high which means you're in constant relationship-building mode.

Here are some tips to be successful with B2B sales:

- Use customer relationship management (CRM) software to get organized. And use it for prospecting as well. You'll need to keep a record of all the potential commercial properties and companies you may want to target. Research these companies online and maintain the information in your CRM software so all sales people have access. We recommend HubSpot's CRM. [Learn why here.](#)
- Use your network of existing residential clients to see if they have any connections to commercial accounts in your area. Shake the bush a little bit!
- Starting out, it may be a good idea to spend your time going after locally-owned businesses and building your reputation with them first before striking out after the larger regional and national businesses.
- To get your foot in the door with local businesses, comb your area searching for properties in disrepair or with maintenance issues you could address ("points of entry"), like turf issues or a sidewalk needing repair. This is a good way to introduce yourself and your company and make the property aware of an issue they may not even know they have.
- Visiting new properties in-person is always a good idea, especially when you bring lunch!

Additional Reading:

- [B2B Marketing Strategy and Best Practices for Commercial Landscapers](#)
- [How to Set Up a Sales Tracking Process for Your Landscaping Company](#)
- [How to Get Commercial Lawn Accounts and Landscaping Contracts](#)
- [Determining a Landscape Salesperson's Salary and Commission Structure](#)
- [Expert Advice On Marketing Your Landscaping Services to HOAs](#)
- [Getting Started With CRM Software For Your Lawn Care or Landscaping Company](#)
- [B2B Vs. B2C Marketing in the Lawn & Landscape Industry](#)

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