

Hands-on support from prospecting through closing.

LAWN CARE SALES LEADERSHIP CASE STUDY

Building a Sales Team That Achieved 194% of Plan

Evan Pryor | TruGreen Area Sales Manager | 2016

Leading 35 sales representatives across multiple markets through clear expectations, consistent coaching, and a repeatable sales process.

194%

of area budget for
lawn care plans sold

35

sales representatives
across multiple markets

ASM of the Year

Area Sales Manager
of the Year recognition

The leadership assignment

As an Area Sales Manager at TruGreen, I managed 35 sales reps across multiple markets. My work combined remote leadership with in-person coaching for door-to-door and inside sales. I focused on making expectations clear and teaching reps how to execute the sales process.

What I put into practice

Accountability around the full sales funnel. I managed calls, conversations, appointments, proposals, close rate, revenue, and time on calls. These KPIs gave coaching a concrete foundation and helped reps understand the activities and outcomes they were accountable for.

Coaching the process behind the numbers. I taught the door-to-door process, objection handling, and how to work through adversity. Through questions, I helped reps identify for themselves where their approach was falling short and what they needed to improve.

Making the lawn part of the conversation. I taught reps to get customers onto their lawns and discuss the issues they were experiencing. That conversation helped reps connect their proposals to the customer's actual concerns and move toward a close.

The 2016 area result

The entire area reached **194% of its planned budget for the number of lawn care plans sold**. I also earned **Area Sales Manager of the Year**. The 194% figure measures plans sold against budget; it is not a revenue growth figure.

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Developing Potential Into a Nationwide Top Performer

A separate talent development example spanning two years

Recognizing potential

One candidate arrived for his interview in shorts with headphones in his ears. Rather than dismiss him, I spoke with him about professionalism. I learned that he had not been taught some of the workplace expectations others might take for granted. I hired him and invested in his development.

Teaching, mentoring, and building self-awareness

My mentoring covered the sales process, handling objections, and overcoming adversity. I used questions to help him recognize his own gaps and understand how to improve. The approach combined professional expectations with practical coaching and the opportunity to develop.

The result: number one nationwide by revenue

Two years after being hired, he became **TruGreen's number-one inside sales representative nationwide, ranked by revenue**. This development story is separate from the area's 2016 budget achievement.

My leadership takeaway

Strong sales leadership means setting clear standards and teaching people how to meet them. KPIs establish accountability; coaching builds the skills behind performance. Recognizing potential and asking the right questions can help a rep see a path forward that they could not see on their own.

What this means for a growing lawn care business

For an owner building a sales team, this experience informs how I approach clear expectations, consistent follow-up, practical coaching, and accountability. Through Field to Finish, I help owners translate those principles into a sales process their team can use every day.

Relevant support: Sales process development | KPI scorecards | Rep coaching | Objection handling | Fractional sales leadership

Build a stronger sales team. Start with a conversation.

fieldtofinishsales.com

ABOUT THIS CASE STUDY

Prior employment experience at TruGreen, presented by Evan Pryor; not a Field to Finish consulting engagement. Results and recognition are based on Evan's account.