

Maximize Lawn Care Profits with Menu: It's A Game-Changer

written by Jude Campbell | April 4, 2024



Upsell Like a Pro: How Lawn Care Whisperers Win with Selling Lane's Menu System

Are you leaving money on the table with your current lawn care sales approach? If you're relying on rigid service packages or hoping clients will ask you about additional services, you're likely missing out on significant revenue opportunities. It's time to upgrade to Choice Selling with Selling Lane.

Customers Crave Control (and You Should Profit From It!)

Today's customers want flexibility and personalized experiences. In the lawn care industry, this means some homeowners may just need basic mowing, while others desire a full suite of services, from fertilization and weed control to seasonal cleanups and even landscaping add-ons.

[Selling Lane's Choice Selling System](#) empowers your customers to build their own ideal lawn care plan, while strategically guiding them to add complementary services that boost your bottom line.

How Menu Selling Works: Simple for You, Effortless for Them

- **You Customize Your Menu:** Easily set up all your services (mowing, edging, aeration, cleanups, etc.) as individual menu items within Selling Lane.
- **Customer Builds Their Package:** Your client adds their desired core service, and Selling Lane's smart recommendation engine suggests relevant add-ons based on their selections.
- **Boost Average Order Value:** Customers feel in control when they tailor their package, and are more likely to spend on additional services that provide true value.

Real-World Lawn Care Business Examples

- **Scenario 1:** Client selects recurring lawn mowing -> Using the Choice Selling System, you recommend edging, weed-eating, or a fertilization treatment.
- **Scenario 2:** Customer books fall leaf raking -> Using the Selling System, you suggest Power-washing or a pre-winter lawn prep service.

Beyond Upselling: Transform Your Lawn Care Business with Selling Lane

Choice Selling is powerful, but it's just one way Selling Lane streamlines your entire lawn care operation:

- **Efficient Scheduling:** Intuitive calendar with route optimization saves time and reduces fuel costs for your crew.
- **Get Paid Faster:** Automated invoicing and online payment options improve cash flow.
- **Reduce No-Shows:** Appointment reminders keep your schedule full.
- **Nurture Customer Relationships:** Built-in CRM tools help you stay in touch with clients, encouraging repeat business and referrals.

Why Selling Lane is the Right CRM for Lawn Care Specialists

Most CRMs aren't easy and built with the flexibility that service-oriented businesses like yours need. Selling Lane is different. Our Choice Selling System is designed to maximize upselling opportunities, and our platform includes features crucial to efficient lawn care management.

Ready to See the Difference?

Experience the power of Choice Selling and take control of your lawn care revenue. [Try Selling Lane free for 30 days and discover how easy it is to boost profits and deliver an exceptional customer experience.](#)

The Easy SOFTWARE FOR LAWN SERVICE Track Schedule, Upsell Jobs, Turn Customers into Raving Fans [Start Now - It's Free](#) Your Lawn Care

Business, Amplified

