What Are the Key Questions To Ask Customers When Selling Fertilizers?

1) What do you want to fertilize? Turf, Trees Shrubs a garden?

2) What is the condition of the plant to be fertilized? Dormant, off color, yellow?

3) Pre Plant or Post Plant? New plantings or established plants?

4) How many Sq.Ft. (acres) are you going to fertilize?

5) When was your last Fertilizer application and with what product? Get name or analysis (N-P-K), Figure out the NPK Ratio?

6) Any additional questions?

Making Fertilizer Recommendations to Your Customers!

Getting the Right fertilizer, in the Right Place, in the Right Amount, at the Right Time.

1) The Right Fertilizer-
   - Turf grass
     - Nitra King 19-4-4 with 2.2% Iron (every 6 wks)
     - Evergreen 18-5-0(Mini) with 5.0% Iron (every 6 wks)
     - Turf Supreme 16-6-8 1.5% Iron (Every 6 wks)
     - Turf Gold 22-5-6 with 40% XCOTE (PCSCU) (every 8 weeks), Super Turf 25-5-5 with 56% Polyon (up to 12 wks)
     - Full Season 24-4-8 with 69% Polyon (up to 16 wks)
   - Pre Plant-
     - 6-24-24 XB- Use prior to planting sod, plants or seeding
     - ENDURE 16-16-16-same as above, will last 12-16 wks
     - BEST Landscape Color 14-14-14
     - BEST Plant Tabs or BEST Paks
   - After Planting, Trees & Plants-

2) Right Amount-
   - Follow label directions to figure out how much to apply! Make sure customer calibrates their Fertilizer Spreader. See “Easy Spreader Calibration” and “How Much Do I Apply” handouts.
3) **Right Place**-
Fertilizes as close to the root system as possible! Example sod apply 6-24-24, Endure 16-16-16 below sod.

3) **Right Time**- Apply when it is most beneficial to the plant, prior major temperature changes and ideal growth periods.
- Plants in general, 3 to 4 times per year and
- Turf grass every 4-6 weeks during the growing season for quick release fertilize.
- Every 10 to 16 weeks for Slow Release Fertilizers.

Using the above procedure will help you grow your fertilizer knowledge and help you satisfy your customer’s fertilizer needs.