



Ron Neuman Sales Consultant

www.ronneumannsales.com ron@ronneumannsales.com

Office 717-540-7936 Fax (717) 540-7948
3204 Elmwood DR Harrisburg, PA 17110

Ron Neumann - Nursery Consultant

Background

I was born and raised on Long Island, New York where my father started a field growing nursery. As a result, my earliest nursery work included manual weed control and pruning of evergreens. Over time, customers started asking for additional plants than what we grew in the field. My father started growing some plants in containers and buying other plants from surrounding growers to supply our landscape customers. The customers were requesting this service to save time and money from going to multiple nurseries. Later, after graduating from Cornell University, my nursery professor, George Good, said that he used to use my father as an example when explaining the value of re-wholesale yards to nurseryman and students.

My experience was expanded after leaving Long Island. I started up a re-wholesale yard for Imperial Nurseries and later worked as a buyer of plants for Davis Landscaping. The knowledge gained through observation while touring nurseries, has kept me up-to-date with cultural and business practices.

Nursery Consultant

For now I would like to use my experience, as a consultant to help tailor strategies to enhance your company in the marketplace.

1. Identify your core customer so you can make sure to address their needs in your marketing strategy.
2. Identify your strengths, so that they will complement your strategies.
3. Analyze where you fit into product cycles and strategies to take advantage of product cycles.
4. Identify production bottlenecks and technical deficiencies.
5. Analyze inventory management.
6. Review internet marketing strategy so as to enhance targeted presentations.
7. Review pertinent growing practices to tailor plants to customers' needs.
8. Create a plan that is tailored to building on your success for the future.
9. Perform a comprehensive photo library to be used in customer presentations.
10. Teach how to maintain your own website.
11. Explore options of partnering with wholesale nursery brokers when needed.

Thank you,

Ronald James Neumann