PRODUCT INFORMATION FOR TURF CONTRACTORS

mySalesman for the Turf Industry

Qualify opportunities earlier and arrive prepared for a better customer conversation

Another way for your customers to buy.

mySalesman gives homeowners a guided way to explore a turf project while giving your team useful information before scheduling an on-site visit.

The goal is not simply to collect a lead. It is to start the relationship with better information, clearer expectations, and greater speed of trust.

The challenge turf contractors face

Many homeowners begin their search before they understand the project size, site conditions, product options, installation requirements, or a realistic investment. A basic contact form captures contact information but rarely gives an estimator enough context to understand the opportunity.

The contractor must then complete discovery through phone calls, emails, and site visits. Time can be lost chasing incomplete requests or meeting with homeowners whose expectations are not aligned.

What mySalesman does

mySalesman is a customizable project planning and lead qualification experience that can be embedded directly into a contractor's website. Homeowners can map the proposed project area, explore configured materials and choices, receive an initial budget range, and provide information that helps the contractor prepare for the next conversation.

The experience supports the contractor-to-customer relationship. It does not replace professional estimating, field verification, or personal expertise. It helps those conversations begin sooner and with more context.

What makes it different

- It is not a lead generator. It helps contractors make more of the opportunities already coming through their website and marketing.
- It gives the homeowner another way to buy without requiring the contractor to be immediately available.
- It provides information before the visit, helping salespeople and estimators arrive better prepared.
- It is configured around the contractor's business, products, options, pricing approach, and brand.

How mySalesman works

The homeowner moves through a guided experience on the contractor's website. The contractor controls the information, options, and budget logic presented, while the completed project details provide a stronger starting point for follow-up.

Step	Homeowner action	What your team learns
1	**Map the project**	The homeowner identifies the property and outlines the proposed turf area using an interactive map.
2	**Explore choices**	Configured materials, project options, and advisor content help the homeowner consider what may fit the project.
3	**Understand budget**	The homeowner receives an initial budget range based on the contractor's catalog and pricing configuration.
4	**Add important details**	Photos, survey maps, HOA documents, notes, and other files can provide context about access and site conditions.
5	**Submit the opportunity**	The contractor receives the project information and can determine the most appropriate next step.

Information a homeowner can provide

- Property location and mapped project area
- Material and design preferences
- Budget expectations
- Site photos and survey maps
- HOA documents, notes, and additional files
- Referral source information tied to marketing campaigns

What turf contractors gain

mySalesman helps transform a vague inquiry into a more informed opportunity. Your team can review what the homeowner wants, where the project is located, what choices they are considering, and whether their budget expectations are reasonably aligned before deciding the next step.

Business benefit	Practical impact
Faster qualification	Identify stronger opportunities and prioritize follow-up based on the information provided.
Better prepared visits	Arrive with an understanding of the project rather than using the visit only to gather basic details.
Clearer expectations	Help homeowners consider scope, choices, and budget earlier in the buying process.
A stronger experience	Give customers a convenient option to begin planning when your office is closed or your team is in the field.
More useful marketing insight	Track referral sources and connect submitted opportunities to the campaigns that created interest.
Consistent presentation	Create a repeatable digital experience configured around your company and the way you sell.

Where it fits in your customer journey

mySalesman can be linked from advertising, social content, email campaigns, and calls to action on your website. It can also be embedded through an iframe so homeowners remain within the contractor's website experience. The completed information gives the team a practical starting point for follow-up, discovery, estimating, and scheduling.

What mySalesman is not

mySalesman is not a final contract, a substitute for field verification, or a replacement for your sales process. Budget results are based on the contractor's configuration and are intended to help establish early expectations. Your team remains responsible for confirming the site, scope, products, pricing, and final proposal.

Is mySalesman a fit for your turf business

mySalesman is designed for contractors who want to improve the way homeowners begin the buying process and give their teams better information before investing time in a site visit.

It may be a strong fit if you want to

- Reduce time spent on incomplete or poorly aligned inquiries
- Create a more helpful digital experience on your website
- Set initial budget expectations before an on-site appointment
- Give estimators and salespeople more project context
- Collect photos, maps, documents, and notes in one guided experience
- Understand which campaigns and referral sources produce opportunities
- Offer homeowners another way to take the next step

Getting started

During onboarding, the mySalesman team works with the contractor to configure company information, products, pricing logic, brand presentation, and the customer experience. Once the experience is ready, it can be added to the contractor's website and shared through marketing channels.

As the business evolves, the configuration can evolve with it. New products, options, messaging, and advisor content can be updated to support the way the company sells.

Know Before You Go!

Start the customer relationship with better information and turn more website interest into productive conversations.