

Employee Training

Test Key: _____

Watch video (www.provenwinners.com/training)

Take the test and choose your reward ([www.provenwinners.com/2019 certification test](http://www.provenwinners.com/2019_certification_test)) The test can be taken online or your manager may give you a printed copy to complete.

After completing the test, you will have a few options:

Print out your employee certificate of completion

Feedback (www.provenwinners.com/feedback) – Have a quick comment about the certified training program? Just click the **feedback** link in the left sidebar of our website and let us know what you think. If you are completing certification offline email sandy@provenwinners.com with any comments.

Survey (<http://connect.provenwinners.com/certifiedsurvey>) Take our survey for a chance to win a \$150 gift certificate to provenwinners.com or a \$50 Amazon.com Gift Card. A printed survey is included in the PDF package of forms for those who are completing certification offline.

Sign up (www.provenwinners.com/certification/pwu/signup) to receive email links to view the NEW Proven Winners University videos. **EXCLUSIVE TO 2019 CERTIFIED EMPLOYEES ONLY NOTE: You will need to have your certification test key to sign up.**

Sign up to receive our Retail Newsletter (www.provenwinners.com/professionals/newsletters)

Need More Information?

Questions Regarding Certification:

Sandy Wentworth Sandy@provenwinners.com 815-895-1872

Looking for help with Social Media?

Jessica DeGraaf Jessica@provenwinners.com 616-706-7970

Want to use our Garden Answer videos in your store or in your social media?

Jeanine Standard Jeanine@provenwinners.com 309-824-2561

Looking for additional videos on Proven Winners products?

See all our retailer videos – <https://www.youtube.com/user/provenwinnersretail>

Find new plants for 2019:

<https://www.provenwinners.com/plants/search/year/2019>

Check out our newest website dedicated to the National Plant of the Year Program: www.nationalplantoftheyear.com

Gardener's Idea Book Co-Op - www.provenwinners.com/gib-co-op

Learn how your garden center can take advantage of this unique co-branding opportunity.
We pay for the books; you just pay the postage.

Pandora Radio Campaign- www.provenwinners.com/Pandora

For just 1.4¢ per impression, you can target local garden enthusiasts, specific demographics, and drive listeners to your website.

Proven Winners University - www.provenwinners.com/University

View 2-5 minute videos on popular topics. Use as additional staff training or share them with your customers.

EXCLUSIVE TO 2019 CERTIFIED EMPLOYEES ONLY

2019 Certified Test



1. When do Angelface® angelonia varieties perform their best?
 - a. In warm temperatures
 - b. In shady conditions
 - c. In cooler temperatures
2. Which of the following is features of our Lady Godiva® calendula?
 - a. Requires no deadheading
 - b. Cold and heat tolerant
 - c. Long lasting
 - d. Great for containers or landscape
 - e. Edible
 - f. All of the Above
3. According to Dave, what makes Superbells® a great container plant?
 - a. They have a wide color range, including many bicolor and tricolored flowers which are highly desired.
 - b. They are low maintenance.
 - c. They require well drained potting soil.
 - d. They are covered with tons of flowers from spring until frost.
 - e. All of the Above
4. The new Diamond Mountain™ will look a lot like Diamond Frost® at retail, but once planted in a garden...
 - a. It will flower more than Diamond Frost®.
 - b. It will be half the size of Diamond Frost®.
 - c. It will grow twice as large as Diamond Frost®.
 - d. It will be impossible to tell the difference.
5. Truffala™ Pink is a pollinator magnet and can be used as a long-lasting cut or dried flower.
 - a. True
 - b. False
6. Of all the Supertunia® petunias Proven Winners® offers, the Supertunia Vista® varieties are the ones we recommend for landscapes.
 - a. True
 - b. False
7. A key to success for all Supertunia® varieties to achieve their potential in containers and gardens is to...
 - a. Seldom water them and let them survive on their own.
 - b. Feed them plenty of plant food. The more food, they more they will grow and flower.
 - c. Plant them in smaller containers to restrict their growth.
 - d. Constantly deadhead them to ensure more flowers.

8. Which Rockin'® salvia should you recommend for its foliage? The more sun it receives, the brighter the foliage becomes.
 - a. Rockin'® Fuchsia
 - b. Rockin'® Golden Delicious
 - c. Rockin'® Deep Purple
 - d. Rockin'® Playin' the Blues®
9. The new Proven Harvest™ program consists of:
 - a. A basil.
 - b. A strawberry.
 - c. Two tomatoes.
 - d. All the above
10. Which of the following is a feature of the Summerific® hibiscus series?
 - a. Large dinner-plate sized blooms.
 - b. Flower from the bottom to the top of the plant.
 - c. They are big plants, three to four feet wide.
 - d. All of the above.
11. According to Jessica, which of the following varieties is a bulletproof ground cover for full sun?
 - a. Dolce® Cherry Truffles heuchera
 - b. Summerific® Holy Grail hibiscus
 - c. 'Cat's Meow' & 'Cat's Pajamas' nepeta
 - d. Shadowland® 'Autumn Frost' hosta
12. Which of the following is a feature of the Primo® heuchera series?
 - a. Large 5-inch leaves.
 - b. They are better suited for landscapes, compared to the Dolce® series.
 - c. Salt tolerant
 - d. All the above.
13. Jessica shared that deer will eat just about anything, however hostas with which types of leaves are less attractive to them?
 - a. Hostas with wavy, thick and corrugated leaves.
 - b. Large variegated varieties.
 - c. "Blue" hostas with waxy leaves.
14. According to Jessica, the new Pyromania™ kniphofia are "really revolutionary" because:
 - a. They are heat and drought tolerant.
 - b. They rebloom throughout the summer.
 - c. They make fantastic cut flowers.
 - d. They are all salt tolerant.
 - e. All the above.

15. What is the name of our Veronica series?
 - a. Magic Dance
 - b. Magic Show®
 - c. Magic Moment
 - d. Magic Mountain
16. Why are the new Barberis exciting?
 - a. Less thorns
 - b. Sterile and non-invasive
 - c. Great for shade
17. Which shrub is shopped for most often?
 - a. Butterfly Bushes
 - b. Hydrangeas
 - c. Roses
18. What is a solid shrub recommendation for shade and wet soils?
 - a. Sunjoy® series Berberis
 - b. Double Play series Spiraea
 - c. Little Henry® and Scetlandia® Itea
19. What is Oso Easy® Double Pink's best feature?
 - a. Non-stop blooms
 - b. Color
 - c. Low maintenance
20. Which Double Play® Spirea is the first sterile non-invasive species?
 - a. Double Play® Big Bang
 - b. Double Play® Candy Corn
 - c. Double Play® Gold
 - d. Double Play Doozie®
21. What is so cool about Proven Winners® Gardener's Idea Book?
 - a. It's size
 - b. It can be mailed to your garden center's customer list at just the cost of postage.

2019 Certified Training Program Answer Sheet

Fax to: 815-895-1873 or Email: to Sandy@provenwinners.com (Complete by May 1, 2019 to receive rewards.)

Employee Name: _____ Email (needed for PW University): _____

Company Name: _____ Company Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Phone: _____

Employee _____ of _____ registered employees (i.e. Employee 1 of 3 registered employees)

1. a. ☐
b. ☐
c. ☐

8. a. ☐
b. ☐
c. ☐
d. ☐

14. a. ☐
b. ☐
c. ☐
d. ☐
e. ☐

2. a. ☐
b. ☐
c. ☐
d. ☐
e. ☐
f. ☐

9. a. ☐
b. ☐
c. ☐
d. ☐

15. a. ☐
b. ☐
c. ☐
d. ☐

3. a. ☐
b. ☐
c. ☐
d. ☐
e. ☐

10. a. ☐
b. ☐
c. ☐
d. ☐

16. a. ☐
b. ☐
c. ☐

4. a. ☐
b. ☐
c. ☐
d. ☐

11. a. ☐
b. ☐
c. ☐
d. ☐

17. a. ☐
b. ☐
c. ☐

5. a. ☐
b. ☐

12. a. ☐
b. ☐
c. ☐
d. ☐

18. a. ☐
b. ☐
c. ☐

6. a. ☐
b. ☐

13. a. ☐
b. ☐
c. ☐

19. a. ☐
b. ☐
c. ☐

7. a. ☐
b. ☐
c. ☐
d. ☐

20. a. ☐
b. ☐
c. ☐
d. ☐

21. a. ☐
b. ☐

Thank you for participating in the 2019 Certified Training Program. Best of luck to you this year! Your manager may have pre-selected an item below for all the garden center employees to receive. Please check with your manager before selecting an item.

Select one:

- ☐ Ladies S t-shirt
☐ Ladies M t-shirt
☐ Ladies L t-shirt
☐ Ladies XL t-shirt
☐ Ladies 2XL t-shirt

- ☐ Men's S t-shirt
☐ Men's M t-shirt
☐ Men's L t-shirt
☐ Men's XL t-shirt
☐ Men's 2XL t-shirt

☐ Hat

☐ \$6 POP credit

If you would prefer to mail your completed tests, send them to:

Proven Winners
Sandy Wentworth
111 E. Elm St. Suite D
Sycamore, IL 60178

2019 Certified Survey



1. Would you recommend this training program to a co-worker?
 - a. Yes
 - b. No
2. What sections of the training program did you find helpful? (Check all that apply.)
 - a. Annual variety information
 - b. Perennial variety information
 - c. Shrub variety information
 - d. Marketing and merchandising tips
 - e. Testimonials
 - f. I did not find any useful
3. What best describes the video's overall length?
 - a. Too short
 - b. Just right
 - c. Too long
4. The content that was delivered matched my expectations?
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
5. Was there any information you felt was missing from the video or should be excluded next year?
 - a. Yes
 - b. No

If yes, what was missing or should be excluded?
6. Which benefits do you appreciate the most? (Select all that apply.)
 - a. Active priority retail listing
 - b. Ability to add your garden center logo to your retail listing on provenwinners.com
 - c. Education regarding Proven Winners marketing plans
 - d. Free promotional item (POP credit, t-shirt or hat)
 - e. Pizza Party
 - f. Access to Exclusive video content through Proven Winners University
 - g. Ability to get free Gardener's Idea books and a poster for each garden center location that certifies at least 10 employees
 - h. All of the above
7. What other benefits would you like to see?
8. Is this the first time you've completed this training?
 - a. Yes
 - b. No
9. Where did you complete the training?
 - a. At home
 - b. At work
 - c. Other

10. Did you train as a group this year?
 - a. Yes
 - b. No
11. Do you plan on utilizing the Proven Winners University Program?
 - a. Yes
 - b. No

Why?

12. Do you have any suggestions for additional topics we can create short videos for in our new Proven Winners University program?

We currently cover these items:

- Container Gardening Tips
- Pollinators
- Proven Winners Marketing
- Consumer Success - Selling Tips
- Local Garden Conditions
- Garden Pests
- Regional Varieties
- How to Build a Display
- Fertilizer for Shrubs
- Fragrant Perennials
- Iconic Annuals
- Overwintering Perennials
- Cut Flowers
- New Shrub Varieties
- Store Within a Store Destination
- Gardener's Idea Book
- Store Within a Store-Step by Step
- Supertunia® Differences
- Pink Day Overview
- Fertilizer for Perennials
- Crown Bees
- Working with Superbells®
- Landscape of the Year
- Hydrangea Fixes
- Garden Answer Social Media Tips
- Garden Center Destination Tips
- Picking the Perfect Panicle Hydrangea
- A look at our Plant Tags
- Hydrangea Color
- Top Three Tips for Butterfly Bushes
- What is Bathtub Effect

13. My employment status is:
 - a. Full-time
 - b. Part-time
 - c. Seasonal
 - d. Other
14. If your name is chosen in one of our monthly drawings, which gift would you like to receive?
 - a. Gift certificate for Proven Winners store
 - b. \$50 Amazon.com gift card (Canadian residents will receive a Amazon.ca card)

First Name: _____

Last Name: _____

Garden Center: _____

Email: _____

Phone: _____