

# HTA E-Learning Course

## Descriptions



### **Using Garden Plant Protection Products Safely (UGPPPS & UGPPPS ROI) (30 minutes + 10 minutes assessment)**

This course will help you understand the labels of garden plant protection products and how to advise customers on their use, storage, and safe disposal.

- When to use a selective or non-selective weed killer
- How to use concentrate and Ready to Use products
- How residual weed killers work and how to use them safely
- How to dispose of any unused product and the container safely
- How to use Garden Plant Protection Products safely with children and pets around
- How to store them safely at home How much product to use
- When to spray and how to apply Garden Plant Protection Products
- How to avoid risks to wildlife and the environment when using them

This course was created by the HTA and The Crop Protection Association and is Government compliant. Update 2020.

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### **HTA - Cultivating Sales (20 minutes)**

- This course will introduce you to the principles of customer focused sales including what makes a good sales person and knowing your customer and their needs.
  - Understanding what makes a good sales person – customer centric approach
  - Know who your customers are and their possible needs
  - Simple sales cycle – welcome, ask & listen, respond & close
  - Create successful interactions with customers
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## HTA - Customer Service (20 minutes)

This course will help you understand how to deliver great customer service, why it is important, how to handle complaints and the principles of the Consumer Rights Act 2015.

- The CARE model – courtesy, accessibility, reliability and empathy
  - Why customer service is important – loyalty, profitability & increased market share
  - Simple customer service cycle – welcome, ask & listen, respond & close
  - Customer service scenario - practical exercise
  - Handling complaints scenario –practical exercise
  - Key principles of the Consumer Rights Act 2015
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## HTA - Lawncare (30 minutes)

- This course will help you understand what lawns need, types of lawncare products available and enable you to advise customers on lawncare.
  - What customers want from their lawns
  - Lifecycle of a lawn and key lawncare tasks – Spring/Summer, Autumn and Winter
  - Types of lawncare products available & their benefits/disadvantages – feed, weed control, moss control; single, dual action, triple action; granular, soluble and liquid
  - Understanding the product label
  - How to advise customers on some of the most common lawncare problems – lawn scorch, weeds, moss, insect infestation, fungal disease, drought & pet fouling.
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## HTA- Composts and Plant Foods (35 minutes)

This course will provide key knowledge on the uses and benefits of different composts and plant foods to help you advise customers and make a sale.

- Understand what composts, soil improvers and mulches are used for so you can highlight the benefits of different types to customers
  - The types of plant foods that are available; what they are made of, how they are used.
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## Plant Area Care (20 minutes + 10-minute assessment)

This course provides an overview of the 3 key areas of plant area care; being knowledgeable about stock, maintaining healthy plants and keeping the area safe. Plant Area Care 2021 has a new section to help with understanding Plant Passports.

- Understanding plant terms - hardy annual, biennial, alpine, ericaceous, perennial, shrub, tree, evergreen, deciduous, etc.
- Stock knowledge – rose varieties.
- Stock deliveries – quality checklist, rejecting unsaleable plants & (NEW) Plant Passports and Phytosanitary Certificates.
- Maintaining plants in a nursery fresh condition – watering regime, protecting plants from different weather conditions.
- Plant area safety.

This course was created by the HTA and was updated in 2021

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## HTA - Visual Merchandising (20 minutes)

- This course will help you understand what visual merchandising is, why it's important and how to create a pleasurable shopping environment that leads to sales.
  - What is visual merchandising – inspiring customers, driving up sales, creating linked sale opportunities
  - Creating an effective display – symmetry, asymmetry, repetition & alternation
  - Principles of visual merchandising – hotspots & promotional areas, link selling layout, signage & ticketing, impulse points
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## HTA- Water Conservation (75 minutes)

This course will provide you with the knowledge to embed best practice in landscape water efficiency and how to use water responsibly.

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