

PK Training Instructions

2 Minutes – Work the 5Ws

Always follow the format below, stating and answering the five questions. Be sure to turn in an electronic version to the owner and managers via e-mail and include a picture.

What?

What is your topic? If it is a plant, give us the info that we need to know to sell it. If it is a product, what is its active ingredient, how do I mix it, and in what forms do we carry it. If it is a pest, disease, or weed, show us a picture so that we learn how to identify it, and tell us a little about it.

When?

When is it appropriate to use this product, plant, or if a pest or disease does it have a season? For products, is there a time of day or frequency to application that we should be aware of as well as how long it is active and effective.

Where?

If it is a plant, tell us where to place it. If it is a pest or disease, what plant is it typically found on. If it is a product, where is it appropriate to apply it.

Why use it?

Why should a customer choose this plant or product? Why treat or Why is it a problem if a pest or disease.

wHow does it work?

Pest – wHow do we treat the pest, disease or issue? What Kerby's product should we suggest?

Plant – wHow is it best used and what complementary products should be suggested?

Product – wHow to use?