



The Lawn & Garden Performance Group LLC

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It's Time to "Just Grow Up"

Scottsdale, AZ –

Got a great new lawn and garden product? Do you want to introduce it with a big splash that causes waves rather than ripples? Do you think you have what it takes to penetrate the distribution barriers in the lawn and garden industry and survive in today's competitive retail environment?

Don't second guess yourself. Let lawn and garden industry expert and consultant, Rick Pontz, show you the direct line of how to get your lawn and garden product off your desk and into the market place. In Pontz's step-by-step guide book, Just Grow Up, you'll learn the techniques, strategies, and value of:

- Selling to big box stores
- Choosing and managing manufacturer representatives
- Participating in trade shows that are right for you
- Getting into hardware co-op stores
- Pricing your products to survive
- Forming strategic alliances and partnering with other companies
- Understanding what is expected of you by the industry
- Avoiding the paths to failure

Don't let the realities of today's competitive market get in the way of your success. Get organized, get focused, and get serious about your business. This book can help you obtain your business goals and make your product a success.

"The lawn and garden industry is a \$38 billion dollar per year industry. Inventors and manufacturers can be overwhelmed with bringing their product to market. Just Grow Up prepares them for the process and walks them through that process so they are ready to do business," explained Rick Pontz, author of Just Grow Up and president, The Lawn and Garden Performance Group, LLC.

You can purchase Just Grow Up for \$29.95 by logging onto www.lgpg.com.

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