

Lawn & Landscape Business Owners Guide



Turn Your Lawn Truck into a
24/7 Sales Machine
(and Quit Missing the Easy Money)



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Part 1: Turn Your Truck into a 24/7 Sales Machine (and Quit Missing the Easy Money)

By Tony Bass, founder

Listen up lawn and landscape business owners. I ride the roads of America every week and see it over and over. Beautiful landscape trucks... shiny paint... expensive mowers... hard-working crews. But when I look at those truck signs?

Missed. Opportunity. Everywhere.

That's right. Most landscapers are **leaving money on the table every single day** because their trucks are nothing more than rolling toolboxes when they could be **24/7 sales machines**.

Fedzilla takes its taxes. Fuel prices climb. Employees need paychecks. And still, many landscapers make it hard for prospects to buy. Make the sales process much easier by using the right tools. It's like going fishing but not using any bait, very inefficient. So...

Let's fix this—today by sharing our **3-step truck sign sales process**.

Step 1: Start with the Basics—Done Right

Your truck sign is the **front door of your business**. Here's the top 3 truck messages:

1. Company Name

Make it big & bold. Make it legible at 40 mph. Ditch the curly, artsy fonts. Go with strong, contrasting colors. Matching colors and fonts create your brand. Consistent colors have built legendary companies like John Deere and UPS. Your name should shout confidence even on a cloudy day. Review photo examples in this report.

2. Phone Number

Full phone number with area code. Big enough to read from across the street. All four sides of the truck. Don't make your next customer guess a single digit. Everyone carries a cell phone. Never make the mistake to leave it off of your truck...and we will show you how to improve this proven client attraction response tool in a minute.

3. Call to Action (the missing ingredient)

This is where 90% of landscapers flat-out blow it. They stop at “free estimates,” which only creates price shoppers. Instead, invite folks to engage by using ONE of these powerful call to action headlines:

- **“Need Lawn Services? Let’s Talk—Free Recorded Message Here.”** Yes, you can automate your personal introduction with a Free Recorded Message. If you don’t have an office staff, or if you just don’t like to talk to strangers, make your initial introduction via a phone recording and you instantly multiply yourself using the techno tools of today.
 - **“Need Help with Your Lawn? Free Video Here.”** This is where you turn up your marketing, automate your sales process and begin your journey to become the dominant landscape pro in your market. It all starts with your truck, well thought out communication, and a sales plan.
 - **“Want A New Landscape? Free Video Here.”** If you sell landscaping but not lawn maintenance, be clear with your call-to-action offer. If you specialize in irrigation repairs, say so. If you're an expert in paver patios, say so. If you make a living lighting up landscapes with outdoor lights or holiday cheer, be very specific with what you offer. Guess what. The only people who will respond are the people who say to themselves, “Hey that’s just what I need. I’m going to call or I’m going to watch this video”
4. **Your Sales Plan:** That small shift turns your truck sign from a billboard into a **sales engine**. Your call to action on the side of your truck will drive the entire sales process. Now listen, if your company provides **FREE ESTIMATES** - I get it. You believe that having a **FREE** offer helps you get more opportunities. If that’s the way you want to roll, it’s up to you. But for crying out loud...keep reading this report so you’ll know how to duplicate yourself, automate your sales and turn your truck into the best sales machine you’ve ever built.

Step 2: Add a Digital Backbone

Now for the secret sauce. Technology has given small business owners - **especially service companies** - a gift that most are ignoring.

Pair that call-to-action with a **QR code** right on the truck. This is the marketing power move that brings the prospect to a specific webpage...and today it happens almost instantly.

One scan with a smartphone and—**bam**—your prospect is watching a **personal introduction video**...of you or your sales staff...anytime day or night. You duplicate yourself with video!

Every new prospect wants to know something about the landscape businesses they are considering. They want to know what you look like, how the estimate process works, and how to hire you. Do it with automation. Do it with video. Let that QR code become your secret weapon in automated sales.

Here's the kicker: You don't have to hire a Hollywood film crew. A simple **60–120 second video** recorded on your phone works wonders. This video needs to be hosted on YOUR website so you can always control the webpage and update it when you want to make a change. And very important - don't put YOUR introduction video on a YouTube or social media page where your competitors can purchase advertising right beside your video or make leach-like posts in an attempt to piggy-back your marketing.

Got it? I bet you do. This isn't complicated. But the smallest details matter. So let's walk you through the process step-by-step.

Use this script outline (a summary of our training template is below) and you'll nail it:

- **Greeting** – Warm welcome with a smile and you thank them for stopping by.
- **Introduction** – Your name, your company, the year you started, and a brief description of the services you provide. Just focus on what you're good at today and what your capabilities are at the present.
- **Proof** – Show quick clips of you or your team mowing, planting, beautifying...just the stuff you enjoy doing and want to sell more of. Inserting photos into a video is a simple way to get the message across without having to do a bunch of film editing. But hey, if you are a film editor...make it look awesome with action shots. The goal is to keep this intro video to 60 - 120 seconds. That's all you need.
- **Call to Action** – Your goal with this video is to give the viewer a chance to see you or your team are real people. You have your act together. You seem friendly and professional. Now, before you end the video. Tell them how to take the next step in your sales process. Offer to meet for a lawn or landscape consultation, invite them to meet at your location, or get them to schedule a meeting. Stick with me. You can automate your meetings and site visits too.

- **Closing** – Friendly smile and repeat your next step in the sales process. A clear, easy-to-follow scheduling link.

That's all it takes to **duplicate yourself digitally**, every hour of every day.

We have included a detailed video script for you in the Resources Section of this report. It will help you create the video introduction fast and professionally. Keep reading. There's more training to help with the entire process.

Step 3: Make Scheduling Effortless

Don't stop with the video. Send prospects straight from that QR code video to an **online appointment calendar**.

Setting appointments for estimates, onsite consultations or even phone calls takes serious time. And the appointment setting process is often a series of back-and-forth phone tag message-leaving-email-replying-text-sending-time-sucks. Awkward for busy people. Frustrating for those trying to buy today!

So consider another approach. Give your prospects the ability to schedule appointments with you 24-7-365...without YOU or your team having to lift a finger.

Think of something like the tool I use at superlawntoolkit.com/meet15. Scan this QR code and book a phone meeting with Tony or Maxx Bass.



Now your truck isn't just marketing—it's **booking appointments while you sleep!**

Your sales process runs on autopilot, freeing you to do the work you love (and maybe take Sunday off for church and family).

There's a ton of tools that automate scheduling. Some are free. But then you have to allow them to place ads inside the tool. So go ahead and pay the fee to place your own branding inside the schedule tool so you look like a pro.

I have bragged for years that my automated scheduling tool is a lady I call Ms. Dependable. She works 24 hours a day and 365 days of the year. She never calls in late or asks for a day off. And the best part, I only have to pay her a few hundred bucks a year!

Personally, I want MORE affordable & dependable employees like that!

Now, you'll have to put some thought into your daily and weekly routine to make automatic scheduling work for you. But hear me out. You need a routine in your business life if you're ever going to control your work hours.

This is the difference between having an internal sales process that goofs up plans or having an internal sales process that allows you to control your plans. Here are two examples.

Bad: When would YOU like for me to come out to visit?

Good: When would you like for me to come out? I have Thursday at 7:30 am or Friday at 8:30 am? Which is better for you?

In example 1, you give the customer control of your time. That's a recipe guaranteed to have you working at 7 o'clock at night and all day Saturday.

In example 2, you have given him/her a choice, but you are still in control of your schedule. Automation HELPS you control your schedule. Some landscapers already know this. Most don't use it to their advantage...especially in the early days of their career.

Tips for controlling your schedule: You must decide what days and what hours you will make yourself available for appointments for people who want estimates AND are willing to follow your schedule. And guess what? You will be forever grateful (and more productive) you learned this simple - wealth-building - time saver.

Because until you fix this, you're forever working on other people's schedules and not yours.



I've been using the same personal schedule to manage my time for decades. Follow my link and schedule a call and I'll prove it to you. If you are able to schedule a meeting AND YOU SHOW UP ON TIME - I will be there or I'll have someone covering for me!

superlawntoolkit.com/meet15

Salt in the Wound: What You're Losing

Every day without a proper truck sign, introduction video, and online scheduling link is a lost **opportunity**. You may have lost a sale to the guy who is already

doing what we teach with truck signs. That could have cost you thousands of dollars.

You might have lost the opportunity to be at your kids ballgame on time because of a fouled up scheduling system. You may have missed another chance to hang out with family and friends...but if you don't get this fixed, you'll continue to lose. Don't let this happen.

It starts with your truck. But a truck without the right plan is just an ordinary truck...There is a big difference between ordinary trucks and Super Lawn Trucks! I know...because I'm the guy who has been driving truck innovation for landscapers since 1998. Ordinary truck guys don't know the landscaping business like I do.

Your lawn or landscape business is a collection of systems. When you combine a series of dependable and well thought out systems, you will have a business that works for you, not just because of you. Your systems include:

- How you load your truck
- **How you store and organize your tools inside or onto your truck**
- How you keep track of the tools assigned to your trucks
- **How you maintain and service the tools assigned to your truck**
- How you attract employees to your company
- **How you hire employees**
- How you train employees
- **How you retain employees**
- How you attract customers
- **How you sell services**
- How you collect your money
- **How you pay your vendors**
- How you manage your business
- **And much more**

But every time you establish a well thought out system inside your company, your business works MORE for you and you work a little less for it.

Let me sum up this discussion on what you are missing without the right truck signs:

- You burn fuel and payroll but fail to take the sales process two or three steps without lifting another finger.
- You compete on price because strangers don't know your personal story.

- You stay chained to the phone instead of letting technology handle initial introductions and simple scheduling.

That's not smart business. That's like running a weed eater with no string in the head...you might make some noise...but you won't get the job done.

Making More Money Starts with Your Truck

This isn't theory. We've helped landscapers all over the country **turn a single truck into a warehouse on wheels, immediate tool storage and inventory control system and a built-on fueling station with a full-time salesperson as a HUGE BONUS.**

Even one-truck one-crew companies can make a fortune from landscaping.

Can you imagine what happens when you put 5 or 10 or 20 trucks on the road with this kind of thinking?

It's the simplest, fastest way to multiply your marketing and instantly put proven systems to work for you, without working harder.

Remember the truck sign formula:

1. **Big, bold company name.**
2. **Full phone number on every side.**
3. **Powerful call to action.**
4. **QR code to a personal video.**
5. **Instant online scheduling.**

This combo builds a **sales process with a digital backbone** strong enough to grow with you for years.

Ready to Roll?

Let's get your sales growing.

Call us and we can help get the truck sign design in a billboard size promo and put you on the road to building a legendary landscape business.

The road to more profit starts right on the side of your truck.

Don't let another day—and another drive—or parking over at Mickey D's go to waste.

Just in case you didn't get the hint...

You can grab my [special scheduling link by clicking here](#). Or scan the QR code:

Grab a meeting time and let's brainstorm your sales plan.

Looking forward to our time together.

Tony Bass, founder



PS - A little rhyme for fun: ***Flash a sharp truck sign to drive each meeting, grow into a wealthy landscaper—success repeating.***

Part 2: Resources for Landscape Business Owners

60–90 Second Landscaper Introduction Video Script

[Opening Scene: Friendly smile. Standing in front of a clean, branded work truck.]

Hi there, neighbors!

I'm [Your Name], owner of [Your Company Name]. Thanks for stopping by our digital front porch.

Here at [Company Name], we help homeowners and property managers keep their landscapes **clean and green, healthy and handsome**—from mowing and growing to bright flowers with real power.

[Cut to footage: team working—mowing, trimming, planting flowers.]

We know your time is valuable. That's why our crew shows up on schedule, keeps our promises, and treats your property as if it were our own.

Whether it's weekly lawn care, seasonal color, or a full landscape makeover, we've got the tools and the team to make it happen.

[Return to the owner with truck sign and visible QR code.]

You probably saw our trucks around town working on beautiful landscapes. We'd be proud to work for you too.

So go ahead right now, while you're here and click the link to schedule a quick, no-pressure conversation with me.

[Closing Scene: Warm smile and wave.]

It's easy: just visit **[YourSchedulingLink.com/meet30]** to pick a time that works best for you.

Let's talk about how to keep your property looking its best—season after season for a price you will love.

Thanks for watching, and we can't wait to help your landscape shine. Go ahead and select the time that works best for you. See you soon.

How to Use This Script

- **Length:** ~140–170 words; delivered at a natural pace, it runs 60–90 seconds.
- **Customize:** Replace [Your Name], [Company Name], and [YourSchedulingLink] with your details.
- **Visuals:** Use simple shots—owner greeting, crew at work, and you and your truck - your truck IS YOUR BRAND - and the QR code on the truck.
- **Call to Action:** Match your truck's QR code to this video link so viewers can meet you and book a meeting instantly.

This approach makes your truck sign and your video **work around the clock**—the perfect combo to “get everything you can get out of your efforts without having to work harder.”

If you get stuck. We are standing by.

We can talk trucks and see how we can help you.

You can schedule a 15-minute private phone call by using the **[special scheduling link by clicking here.](#)**

Tony Bass, founder
www.superlawntrucks.com
www.superlawn toolkit.com
478-822-9704 Phone or text 24/7/365



Turn Your Truck Into A 24/7 Sales Machine: Powered by Super Lawn Trucks



Photo Library - examples

Super Lawn Truck Eco Series built for All Seasons Property Care, Lubbock, TX

- Front of truck - Vinyl Graphics 24" tall and 92" wide
- Side of truck - Changeable Fleet Graphics 82" tall x 16 feet long
- Notice how the blue uniforms match the truck colors. Nice branding.
- Reference is [David Gillispie](#)



Notes: You can learn more about the changeable fleet graphics option for the sides of Super Lawn Trucks by scanning and watching this video:

<https://superlawntrucks.com/project/slt-changeable-fleet-graphics/>



Super Lawn Truck Super-Lite Eco Series Rear Ramp Sign Board Example

- Rear of truck - Light Weight Composite Sign Board With Vinyl Graphics 30" tall and 92" wide
- Use QR codes to help prospects get to a specific page on your company website
- Use strong contrasting colors to help make your phone number easy to read
- Your truck should promote your digital marketing machine



Super Lawn Truck Eco Series built for Outdoor Living Southeast

- Side of truck - Changeable Fleet Graphics 82" tall x 18 feet long
- Changeable Fleet Graphics cost around 50% less than vinyl wraps
- High resolution photos bring your signs to life
- Rear sign board amplifies marketing message while on the road
- Reference is Brent Moore



Super Lawn Truck Super-Lite Eco Series as seen at the Equip Expo

- Side of truck - Changeable Fleet Graphics 82" tall x 12 feet long
- Changeable Fleet Graphics cost around 50% less than vinyl wraps
- Front of truck is vinyl graphics 30" tall and 92" wide
- Scan the QR code and turn your truck into a sales machine
- Reference is Maxx Bass



Super Lawn Truck Eco Series Built for Tuxedo Lawn Care with Side-Tipping Debris Dumper

- Side of truck - Changeable Fleet Graphics 82" tall x 12 feet long
- Changeable Fleet Graphics cost around 50% less than vinyl wraps
- Rear of truck - Light Weight Composite Sign Board With Vinyl Graphics 30" tall and 92" wide
- Scan the QR code and turn your truck into a sales machine
- Reference is James Winget



***Note: The QR code could be much bigger to help prospects find the link to the intro video.**

Super Lawn Truck Eco Series Built for Father Nature with Side-Tipping Debris Dumper

- Side of truck - Changeable Fleet Graphics 82" tall x 16 feet long
- Changeable Fleet Graphics cost around 50% less than vinyl wraps
- Rear of truck - Light Weight Composite Sign Board With Vinyl Graphics 30" tall and 92" wide
- Combine graphics and a QR code and turn your truck into a sales machine
- Reference is David Lopez



Super Lawn Truck - Front of Truck Marketing

- Front of truck body above cab with branding
- Vinyl is rugged 3M manufactured product for long life
- Add a company marketing message to the top of your windshield for maximum impact everywhere you travel
- Add graphics to the front of cab or on a truck marketing license plate
- Reference is Maxx Bass



Super Lawn Truck Eco Series Built for Greenworks Commercial Battery Powered Equipment

- Side of truck - Changeable Fleet Graphics 82" tall x 16 feet long
- Changeable Fleet Graphics cost around 50% less than vinyl wraps
- Combine graphics and a QR code and turn your truck into a sales machine



REMEMBER!

- Your trucks should provide billboard sized marketing messages that speak directly to your prospects.
- Avoid sending customers to your company home page if you want to automatically begin the sales process.
- Let your QR code take your prospect to a video introduction page that includes an offer to automatically schedule a meeting
- If you want help turning your truck into a 24/7 sales machine go ahead right now and schedule a phone call:

www.superlawntoolkit.com/meet15



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Action Plan



1. Start with the basics

- Company Name
- Phone #
- Call to action
- Sales Plan

2. Add a digital backbone

- QR code
- 60 second video

3. Make scheduling easy

- Online appointment calendar

If you want help turning your truck into a 24/7 sales machine go ahead right now and schedule a phone call:

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