



Employee Training

Test Key: _____

1. Watch the Certified Garden Center training video (www.provenwinners.com/training)
2. Take the test - your manager will give you a printed copy to complete, or you can take it online. A link to test is below video.
3. 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? 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 Karin@provenwinners.com.
 - Sign up to receive our Retail Newsletter (www.provenwinners.com/professionals/newsletters)

Interested in more training tools?

Proven Winners University - www.provenwinners.com/PWU_Video_Library

Our Proven Winners University training tools provide short, 2–5 minute videos on popular topics. Use this as a tool for additional staff training or share them with your customers.

Questions?

Contact Karin Jenkin at Karin@provenwinners.com or 815-895-0104



2024 Certified Test Questions

MARKETING

1. The primary focus of Proven Winners' plant breeding is to develop plants that deliver outstanding garden performance.
 - a. True
 - b. False
2. Proven Winners signature white containers help consumers find the brand quickly and easily in stores. They are required for:
 - a. Annuals and caladiums only
 - b. Perennials only
 - c. Shrubs only
 - d. Annuals, caladiums, perennials, and shrubs
3. Garden centers can offer their customers a greener gardening solution with Proven Winners Eco+ containers. Two traits of these containers are:
 - a. They are industrial compostable.
 - b. They are made of recycled plastic.
 - c. They can be planted in the ground along with the plant.
 - d. They eliminate the need for a plant label.
4. Proven Winners works with independent garden centers to:
 - a. Execute effective marketing and advertising strategies
 - b. Train staff on how to sell Proven Winners plants and products
 - c. Provide merchandising solutions
 - d. All of the above

ANNUALS

5. Which of the following is the 2024 National Annual of the Year™ by Proven Winners?
 - a. Supertunia Mini Vista® Indigo petunia
 - b. Supertunia Vista® Jazzberry® petunia
 - c. Superbena® Violet Ice verbena
 - d. Heart to Heart® 'Chinook' caladium
6. Which of the following traits describe the new Supertunia® Hoopla™ Vivid Orchid™ petunia? (Choose 2)
 - a. It has vivid orchid purple and white picotee patterned flowers.
 - b. It has solid vivid orchid purple flowers.
 - c. It is not vigorous, so it should not be used in container recipes.
 - d. It is self-cleaning, so it requires no deadheading to stay in bloom.
7. Superbena® Pink Cashmere™ verbena was the star of our plant trials. What makes it an outstanding new introduction?
 - a. It is an extra vigorous selection.
 - b. It bears huge, soft pink flower umbels.
 - c. It is extremely resistant to powdery mildew, which can plague other verbenas.
 - d. All of the above

PERENNIALS

8. The newest Summerific® perennial hibiscus introduction for 2024 is our most compact to date, bearing huge 8" round, blush pink flowers with a red eye from midsummer to early fall. What is its name?
 - a. Summerific® 'Holy Grail'
 - b. Summerific® 'Ballet Slippers'
 - c. Summerific® 'Perfect Storm'
 - d. Summerific® 'All Eyes on Me'
9. The EZ Scapes™ program is designed to:
 - a. Help home gardeners identify perennial landscape combinations for their growing conditions
 - b. Provide easy to grow annual combinations for containers
 - c. Help customers choose the correct garden tool for the job
 - d. Explain how to use self-watering AquaPots®

SHRUBS

10. White flowers for moon gardens are trending. Which of the following new Proven Winners® ColorChoice® shrubs produce white flowers? (Choose 3)
- Double Play® Dolly™ spirea
 - Double Take Eternal White™ quince
 - Oso Easy Ice Bay™ rose
 - Let's Dance Lovable™ hydrangea
 - Pinky Winky Prime™ hydrangea
11. What are two traits of the new Pinky Winky Prime™ hydrangea? (Choose 2)
- It is smaller than the original.
 - It is larger than the original.
 - The flowers stay white as they mature.
 - The flowers turn more intense pink as they mature.
12. Which would you recommend to a customer looking for the type of hydrangea that produces large, blue, mophead flowers?
- Hydrangea arborescens* (smooth hydrangea) including the Invincibelle® series
 - Hydrangea macrophylla* (bigleaf hydrangea) including the Let's Dance® series
 - Hydrangea paniculata* (panicle hydrangea) including Limelight Prime®
 - Hydrangea quercifolia* (oakleaf hydrangea) including the Gatsby® series
 - Hydrangea serrata* (mountain hydrangea) including the Tuff Stuff™ series

HOUSEPLANTS

13. Consumers have told us that not knowing where leafjoy® houseplants will thrive in their home is a barrier to making a purchase. To solve that, Proven Winners:
- Includes care instructions on every variety-specific plant tag
 - Divided leafjoy plants into four categories based on light levels
 - Offers POP signage that clearly indicates where leafjoy plants will thrive
 - All of the above
14. You can expect leafjoy houseplant quality in your store to be exceptional because: (Choose 3)
- The plants are grown outdoors in the Florida sunshine.
 - Crops are virus-indexed on a regular basis before shipping to your store.
 - The plants are grown to exacting standards in state-of-the-art greenhouses.
 - Large quantities are required to ship to your store so you can choose the best ones to display.
 - The plants are cleaned up and ready for retail when they arrive at your store.
15. Exclusive leafjoy varieties are available only to independent garden centers.
- True
 - False

2024 Certified Training Program Answer Sheet

Fax to: 815-895-1873 or Email: to Karin@provenwinners.com (Complete by May 1, 2024)

Employee Name: _____ Email: _____

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.

2. a.
b.
c.
d.

3. a.
b.
c.
d.

4. a.
b.
c.
d.

5. a.
b.
c.
d.

6. a.
b.
c.
d.
b.

7. a.
b.
c.
d.

8. a.
b.
c.
d.

9. a.
b.
c.
d.

10. a.
b.
c.
d.

11. a.
b.
c.
d.
e.

12. a.
b.
c.
d.

13. a.
b.
c.
d.
e.

14. a.
b.
c.
d.

15. a.
b.
c.
d.
e.

16. a.
b.

Thank you for participating in the 2024 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 :

Small unisex t-shirt – -Green or -Gray

Medium unisex t-shirt – -Green or -Gray

Large unisex t-shirt – -Green or -Gray

X-Large unisex t-shirt – -Green or -Gray

2X-Large unisex t-shirt – -Green or -Gray

3X-Large unisex t-shirt – -Green or -Gray

Adjustable Cap

\$6 POP credit

Fax your answer sheet to:
815-895-1873

or

Mail your answer sheet to:
**Proven Winners
Certified Program
1600 E Lincoln HWY STE F
Dekalb, IL 60115-4962**

2024 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. National plants and recipes of the year
- b. Annual variety information
- c. Perennial variety information
- d. Shrub variety information
- e. leafjoy® houseplant information
- 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

Comments: _____

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 plants and products
- d. Free promotional item (POP credit, t-shirt, or cap)
- e. Pizza Party
- f. Additional video content through Proven Winners University
- g. All of the above

7. What printable materials would be useful when helping a customer?

8. Do you have other suggestions for the CONNECT+ programs benefits?

9. Is this the first time you've completed this training?

- a. Yes
- b. No

10. Where did you complete the training?

- a. At home
- b. At work
- c. Other

11. Did you train as a group this year?

- a. Yes
- b. No

12. Do you plan on viewing our short educational Proven Winners University videos?

www.provenwinners.com/Professionals/PWUniversity

- a. Yes
- b. No

Why or why not?

13. Do you have any suggestions for additional topics for our Proven Winners University videos?

14. My employment status is:

- a. Full-time
- b. Part-time
- c. Seasonal
- d. Other

15. If your name is chosen in one of our monthly drawings, which gift would you like to receive?

- a. \$150 coupon for Garden Center P.O.P from provenwinners.com
- b. \$50 coupon for employee gift from provenwinners.com

First Name: _____

Last Name: _____

Garden Center: _____

Email: _____

