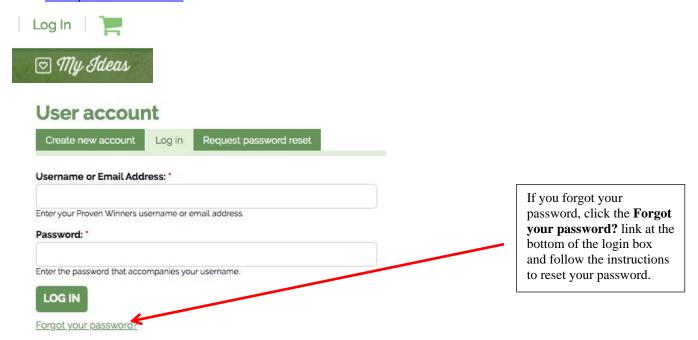
Manager Step-by-Step Set Up

This process will help you log in and set up your retail locations in order to start certification.

1. Go to www.provenwinners.com and LOG IN.



2.

Under HI, (YOUR USERNAME) in the upper right, go to MY LOCATIONS.

NOTE: If you don't see **My Locations** in the dropdown menu, it may be under a different account you will need them moved to your CONNECT+ account or you may need to upgrade to Professional, for help with this contact Sandy at 815-895-1872.

In LOCATIONS set up your store locations.

If your locations already exist continue to the next step.

If not, click on **Create Retailer** and input your location information.



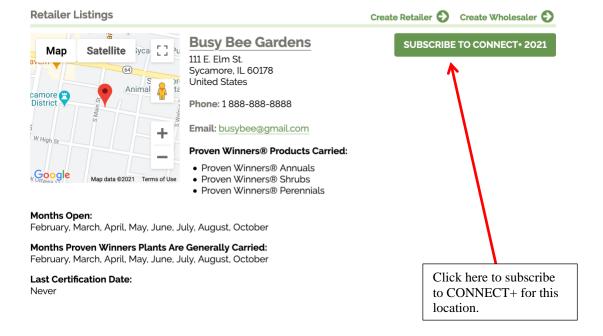
3. Subscribe to CONNECT+

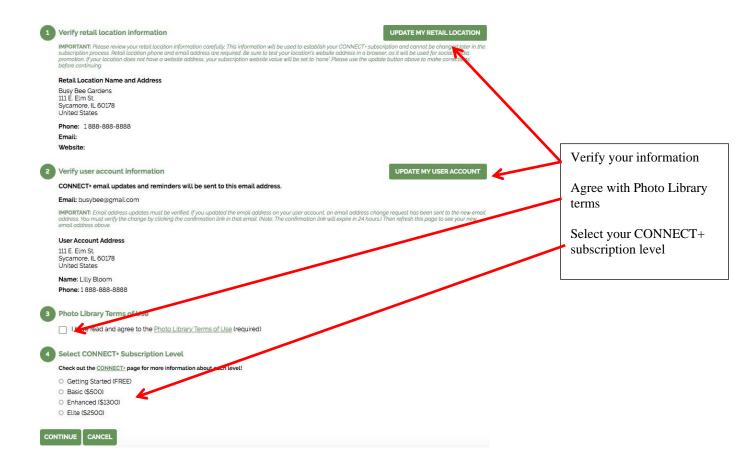
Take advantage of our valuable resources by signing up for CONNECT+ exclusive marketing solutions for IGC'S. You must be subscribed to CONNECT+ to begin certification. If you are already subscribed to CONNECT+ on a different account you must be logged in to that account. Each location that needs to certify must be subscribed to CONNECT+



Locations associated with your account are listed here. Review them from time to time and update our records to keep customers heading your way. If you know you had a location previously listed with us, but don't see it below, call Proven Winners at 815-895-1872 to claim it.

Subscribe individual CONNECT+ locations one at a time. Additional locations may be added using the Create Retailer link.





4. BEGIN CERTIFICATION SET UP

Once your store location is set up, you will be able to click on **BEGIN CERTIFICATION SET UP**. If you have more than one location, repeat the remaining steps for each location. There are 5 steps to complete in this window. If the green button says Subscribe to CONNECT+, complete that step and the button will automatically change to Begin Certification Set-Up.



1. Confirm that your **Busy Bee Gardens** location information is correct. IF NOT click **Certification Status** UPDATE MY RETAIL Not Certified LOCATION. Certification History **Never Certified** Register for the 2021 Certification Program Verify retail location information UPDATE MY RETAIL LOCATION 2. Confirm that your user **Retail Location Address** account information is 111 E. Elm St. Sycamore, IL 60178 United States correct. IF NOT click UPDATE MY USER Phone: 888-888-8888 ACCCOUNT Verify user account information UPDATE MY USER ACCOUNT 3. Select rewards Certification email updates and reminders will be sent to this email add shipping address. Select an address that Email: busybee@gmail.com can receive shipments IMPORTANT: Email address updates must be verified. You must verify the change by clicking the confirmation nged the e Annged the email address on your user account, an email address change request has been sent to the new ei in that email. (Note: The confirmation link will expire in 24 hours.) Then refresh this page to see your new email ad as soon as you complete Certificaiton. **User Account Address** 111 E. Elm St. Sycamore, IL 60178 United States 4. Specify the number of employees to test, including yourself. Select shipping address Rewards and pizza reimbursement check will be sent to this address: * Retail Location Address User Account Address 5. Choose the reward(s) you'd like to make Specify number of employees eligible for your staff to Total number of employees to certify for 2021 (including yourself). Each person will require their own test key. receive upon completion of the Certified program. IMPORTANT: This garden center will automatically be marked as Certified Complete when the last test is completed. On u are Certified Complete, you will not be able to add tests for more employees. If you are uncertain how many employees will take the test, it's best to enter more tests than Click START **CERTIFICATION** to Select rewards begin certification for Choose rewards your employees may select from this this location. \$6 POP Store Credit per Employee (shipping larges and tax will apply to purchases) Certified T-Shirt Ladies 2021 You will be prompted a Certified T-Shirt Mens 2021 second time to confirm Certified Hat 2021 your selection for this location. If everything is This cannot be changed later. Select only one item if all employees should receive the same reward good click YES, I AM options becomes unavailable before you complete certification. Be Quick! Certification rewards CAN run out. We will let you know if one of the READY TO START CERTIFICATION. Start Certificat You will receive a Certification Set Up Confirmation email that contains your testing A Rewards will be shipped immediately upon completing certification. Please confirm that the shipping address you selected will be able to receive shipments at that time. keys and chosen rewards. Keep this for your records. Contact us if any changes are A Please confirm your selected employee rewards. You will not be able to change these

Yes I Am Ready To Start Certification Cancel

needed.

Certification for this location is now in progress. Take time to familiarize yourself with this page. Refer to your Certification Set Up Confirmation Email to assign a different key to each employee and yourself. Keep a record of which key you have assigned to which person. When you are ready to begin training, click the REVIEW CERTIFICATION PROCESS button below. **Certification Status** Not Certified Monitor the overall Certification History progress of your location **Never Certified** and watch your pizza fill to completion! 2021 Certification Progress Current progress: 0 of 5 tests completed. These are the rewards that that you chose for your employees to choose from. Follow your progress towards your pizza party or donation as your employees successfully complete their tests! Monitor the individual progress of your Provide your employees with the keys below to use on their tests. After watching the certific aining video, they will be able to take a test to renter will be automatically certified. Get Certified by May 1 to their knowledge. Once all of the tests you requested have been completed, your garde employees. receive all the benefits. If your garden center's certification is completed before Saturday, May 1, 2021 - 11:59pm CDT, your employees will be given their choice of When your employees take · A \$6 store POP Credit the online test, they will be · Certified T-Shirt Ladies 2021 required to enter their · Certified T-Shirt Mens 2021 Certified Hat 2021 assigned test key. When they successfully complete Be Quick! Certification rewards CAN run out. We will let you know if one of these options becomes unavailaefore you complete certification the test, the row in this table that is associated with J75-69N-T9Q . 01/20/2021 - 1:39pm their Test Key will be updated with the 3NA-3KV-P7G Wed 01/20/2021 - 1:39pm employee's **Name** and the U5P-XYM-M7U Wed. 01/20/2021 - 1:39pm Reward they selected. WMU-MZ5-RE5 Wed, 01/20/2021 - 1:39pm Wed. 01/20/2021 - 139pm Mark the check box next to any unused test keys you wish to delete, then click the 'Delete Selected Keys' button Need more test keys? 0 Email yourself a copy: busybee@gmail.com Ready to start training and testing? Click **REVIEW** Need a copy for your records? PRINT TEST KEYS **CERTIFICATION** REVIEW CERTIFICATION PROCESS

PROCESS and follow the steps towards becoming a Certification Garden Center!

6. START TRAINING

What's the next step?

Ready to complete certification?

Complete Certification Now

Now that your location set-up is complete, you are ready to start training and testing!

If you and your employees have finished certification testing for the year, click the button below.

This is the main Certification page. You can get here quickly by clicking **Get Certified!** under **Professionals** in the main navigation bar of the Proven Winners website.

IMPORTANT NOTE: You and your employees do <u>not</u> need to be logged into an account on the Proven Winners website to view this page, the Certification training video or to take the Certification test.

6 A. Choose the method of training that will work best for your location - **Individual** or **Group.**

6 B. View the Certification Training Program Video.







The 2021 Certification T

At Proven Winners", plants aren't the only thing we're committed to growing. We're also dedicated to growing your business by increasing your knowledge of Proven Winners plants, products and consumer trends. We understand the crucial role garden centers and their employees play in providing information and advice to people who love to garden. That's why we've developed the Proven Winners Certified Training Program for garden centers - an ongoing partnership that offers the opportunity to learn more about our plants while building your employees' confidence to sell Proven Winners. Winty certify?

Certification ends May 1st.

CERTIFIED



8 Simple Steps - Get Started Today

- Subscribe to CONNECT* The 2021 Certification Training Program is part of the new Proven Winners CONNECT* program. But CONNECT* has more to offer than just certification. There are four levels of marketing/advertising services aimed to make your life easier. Check out the chart and subscribe to the level that works best for your business.
- Manager set-up Add your store location(s), list the number of employees that will complete
 the training, and choose your rewards. <u>Download the Managers Step By Step Instructions</u> pose
- 3. Train Watch the 45 minute training video.
- Test and choose reward Take the <u>online</u> certification test or <u>download the employee te</u> forms.
- Comment Give us some feedback or take our survey and receive a chance to win a \$150 gift card for provenwinners.com or a \$50 Amazon.com gift card. One you complete the test you will have
- Print Print your certificate of completion for employees and garden center and these <u>handy</u> take away sheets POF.
- Celebrate or Donate- Enjoy your FREE pizza party or Donate the funds we have allocated for your pizza party to help stamp out hunger in the U.S. and Canada. It's easy--just submit your pizza receipt or donation HERE.
- Post Take a picture of your staff wearing their new Proven Winners I-shirts and post it on social media. Tag us at #PWPros to let everyone know your garden center is ready to make recommendations and answer questions about Proven Winners at your store.

Make sure your garden center completes certification by May 1st to receive all the benefits. Method 1 - Individual training

Individuals can watch the online video at home or at work and then take the online test and survey. All you need is a test key from your store manager.

- 1. Manager Logs In, Sets Up Location, Assigns Keys
- 2. Start Training

Method 2 - Group training

A group of employees can watch the online video together, then take the test and send them to Proven Winners via fax, email or mail. This method is great for large groups, stores with multiple locations or those with limited internet access. If you need a flash drive with the video and forms contact us at 1-815-985-1872.

Download Group Training Package Now - PDF

Method 3 - Offline training

An employees can read through the script and see the graphics from the video, then take the test and send it to Proven Winners mail. This method is great for companies without easy internet access.

Download Full video script with screen grabs - PDF

Download Group Training Package Now - PDF

Offline training for Proven Winners Members, Brokers Reps, Students, Growers, Media and other Interested Parties

Individuals can watch the online video at home or at work and then take the test and fax in the answer sheet.

Download Test and Answer sheet - PDF

Offline training - includes script - PDF

Start Training

Help me find my employees Certified test keys

- 1. Logs In
- 2. Go to My Content then My Account
- 3. Click the Location Name (Zo's Garden Center)
- 4. Click Manage Certification Process and you'll find the keys

Help me submit my Pizza voucher

- 1. Log Ir
- 2. Go to My Content then My Account
- 3. Click the **Location Name** (Zo's Garden Center)
- 4. Click the gray Certification status box
- 5. Cask Get Tools and Resources and then click Submit pizza rebate/donation form

6 C. Take the test & choose your reward. The Certified Training Program Test is available online and in the Downloadable Group Training Package.

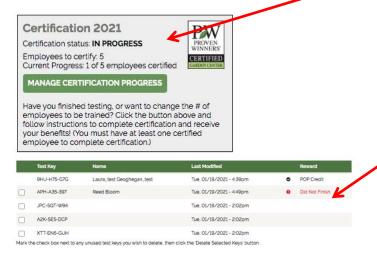
6 D. You will know you've successfully completed the online test when you reach the **You've Passed the Test!** page. There your employee will be able to since for the state of the state of

There your employee will be able to give feedback, sign up for Proven Winners® University, take our survey, print their certificate and much more!

6 E. Celebrate with your certified employees! Submit your pizza receipt or your donation with our online rebate form.

7. MONITOR YOUR PROGRESS

Monitor your progress by logging in and viewing your location. To see more detail click **MANAGE CERTIFICATION PROGRESS**. Once you and your employees have successfully completed the test your location will **automatically be certified**. If you have unused keys and/or employees who didn't successfully complete the test (see example below) your location will not complete automatically.

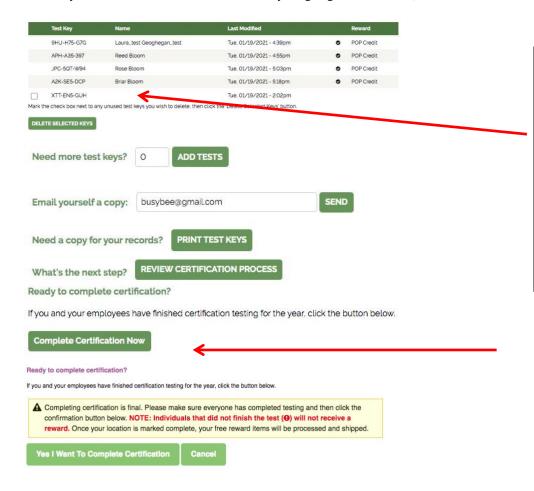


This red indicator will identify employees that started but did not successfully complete the test. These employees will not receive rewards if they don't complete the test.

Have this employee retake the test using the same test key. All the questions have to be answered correctly in order to complete. Correct answers can be found at the top after they click submit.

COMPLETE CERTIFICATION

If there are unused test keys or if an employee does not plan on finishing, it is important to log back into the website and mark your location complete. Go to HI, (YOUR USERNAME), in the pull down menu select MY LOCATIONS and click MANAGE CERTIFICATION PROCESS. Then click COMPLETE CERTIFICATION NOW. You will be prompted a second time to confirm your selection for this location. If everything is good click YES, I WANT TO COMPLETE CERTIFICATION.



An unused test key has no Name or Reward displayed. If this key was assigned to someone, have them take the test. They must successfully complete the test to get a reward.

If no one is going to use that test key it can be deleted by checking the box to the left and clicking the **DELETE SELECTED KEYS BUTTON.**

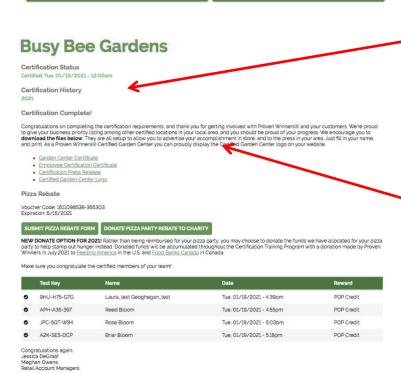
If you remove all unused test keys, your location will **automatically be certified**.

Congratulations! Your location has competed Certification! You will receive a certification complete email that contains information about your reward order and/or POP coupon plus your pizza voucher code.

Go to HI, (YOUR USERNAME), in the pull down menu select MY LOCATIONS and click GET TOOLS AND RESOURCES.



SUBMIT PIZZA REBATE FOR REIMBURSEMENT DONATE PIZZA PARTY REBATE TO CHARITY



Print out your Garden
Center Certificate and Press
Release to send to your local
media outlets. Your
employee will have the
ability to print their own
Employee Certification
Certificate to recognize their
individual accomplishments,
but it is also here in case you
need it. The Proven Winners
Certified Garden Center
Logo can be added to your
web site or other marketing

Busy Bee Gardens

111 E. Elm St., Sycamore, IL 60178

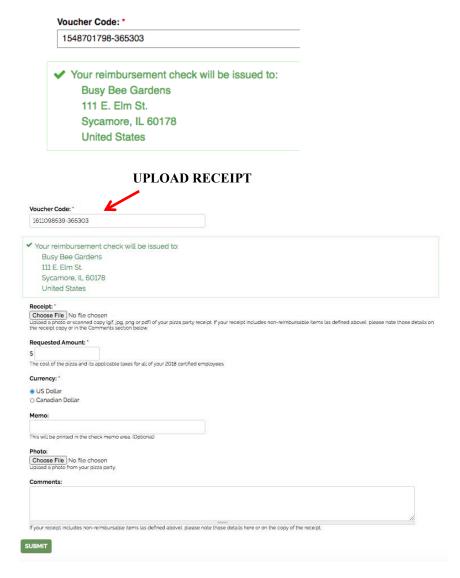
NEW DONATE OPTION FOR 2021! Rather than being re

Have your free pizza party or donate to food bank. Click SUBMIT PIZZA REBATE FORM to submit your receipt to Proven Winners for reimbursement OR click DONATE PIZZA PARTY REBATE TO CHARITY to donate to a food bank.

materials.

8. PIZZA PARTY REIMBURSEMENT INSTRUCTIONS

The pizza rebate form will pre-populate with all your information including your voucher code. You can also find your voucher code in the Certification Complete email we've sent to the manager congratulating your team on completing certification. Fill out the rest of the pizza rebate form and click **SUBMIT**.



You will receive a **Rebate Submission Received Email** that contains information summarizing your rebate details. Allow 4 weeks for delivery of your reimbursement check.

To check your reimbursement status, log into your account, go to **HI**, (**YOUR USERNAME**), in the pull down menu select **MY LOCATIONS** and click **GET TOOLS AND RESOURCES**.

The Pizza Rebate status will also be updated when the reimbursement check has been issued. When you click the button for donation, you will be taken to a page prompting you to confirm that you want to donate. If you click yes, the will just be taken to a confirmation page.

Are you sure you'd like to donate your 2021 Pizza Party Rebate to charity?

Employee Training

Test Key:____

Watch video (www.provenwinners.com/training)

Take the test your manager will give you a printed copy to complete or you can take it online.

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? Just 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 sandy@provenwinners.com with any comments.

Sign up (www.provenwinners.com/certification/pwu/signup) to receive email links to view the NEW Proven Winners University videos. **EXCLUSIVE TO 2021 CERTIFIED EMPLOYEES ONLY NOTE:** You will need to have your certification test key to sign up.

Sign up to receive our Retail Newsletter (www.provenwinners.com/professionals/newsletters)

Need More Information?

Questions Regarding Certification:

Sandy Wentworth Sandy@provenwinners.com 815-895-1872

Questions Regarding CONNECT+:

Kara Bartmess connectplus@provenwinners.com 815-895-0104

Looking for help with Social Media?

Jessica DeGraaf Jessica@provenwinners.com 616-706-7970

Want to use our Garden Answer videos in your store or in your social media? Jeanine Standard Jeanine@provenwinners.com 309-824-2561

Looking for additional videos on Proven Winners products?

See all our retailer videos – https://www.youtube.com/user/provenwinnersretail

Find new plants for 2021:

https://www.provenwinners.com/plants/search/year/2021

Check out our newest website dedicated to the National Plant of the Year Program: www.nationalplantoftheyear.com

Proven Winners University - www.provenwinners.com/University

View 2-5 minute videos on popular topics. Use as additional staff training or share them with your customers.

EXCLUSIVE TO 2021 CERTIFIED EMPLOYEES ONLY