



2025 Certified Questionnaire

1. Why did you complete our annual Certification Training Program this year?

(select all that apply)

- A. It was required by my manager.
- B. We're in it for the free pizza!
- C. It's become a tradition to complete our Certification annually.
- D. I wanted to see what's new this year.
- E. It's helpful to know the advantages and selling points of Proven Winners.

2. Which sections of the training did you find most beneficial? (select all that apply)–

(select all that apply)–

- A. National Plants and Recipes of the Year
- B. The focus on new varieties
- C. The focus on top selling, existing varieties
- D. Annual varieties
- E. Perennial varieties
- F. Shrub varieties
- G. leafjoy houseplant info
- H. Marketing initiatives
- I. These other sections:

3. Was anything new or surprising to you this year? (select all that apply)

- A. Yes, your plant-based and 100% recycled containers
- B. Yes, that Proven Winners has leafjoy® houseplants

- C. Yes, the number of your Content Creators
- D. Yes, the addition of flowering bulbs
- E. No, I try to keep up to date with Proven Winners
- F. Yes, but not the above:

4. Did our Certification Training Program meet your expectations this year?

- A. Yes
- B. No

5. If you responded “no” to #4, what about the training did not meet your expectations? (select all that apply)

- A. I answered “yes” to #4
- B. It was too long.
- C. What I wanted to learn about was not explained well.
- D. It was not spoken in a language I can easily understand.
- E. It was not available when I needed it.
- F. This too: _____

6. Did you realize we offer additional free training on over 100 more topics through our Proven Winners University videos at provenwinners.com/University?

- A. Yes
- B. I do now and will visit that website, thanks.
- C. No

7. Does your garden center provide ongoing training opportunities?

- A. Yes
- B. I don't know
- C. No

8. Would you like additional training videos sent to you occasionally (no more than 1x week in-season)? These short videos will provide you with helpful solutions and tips to share with your customers.

- A. Yes, sure
- B. No, thanks

9. Does your garden center supply uniforms? (select all that apply)

- A. Yes, a full uniform is supplied.
- B. Yes, shirts are supplied.
- C. Yes, an apron is supplied.
- D. No, we use our free Proven Winners t-shirts we receive for completing certification.
- E. No, we buy [branded apparel](#) through Proven Winners.
- F. I don't know.

10. Want to stay in the loop about all of our new plants, programs, and promotions?

We will sign you up:

- A. Winners Circle Newsletter (consumer-focused, 1x month)
- B. leafjoy houseplant information (new 1x month)
- C. Retailer newsletter (1x month)
- D. Already a subscriber
- E. No, thanks

11. Finally, what was the "secret word" on screen near the end of the video?

----- OPTIONAL QUESTIONS -----

12. **Optional Question:** What topics would you like to see covered in our Certified Training video in the future?

13. **Optional Question:** What topics would you personally like to be trained on?

2025 Certified Training Program Answer Sheet

Complete by May 1, 2025



Employee Name: _____

Company Name: _____

Company Location: _____

1. a.
 b.
 c.
 d.
 e.

5. a.
 b.
 c.
 d.
 e.
 f. Other: _____

11. Secret word:

12. Other
 Certified Topics:

Thank you for participating in the 2025 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.

2. a.
 b.
 c.
 d.
 e.
 f.
 g.
 h.
 i. Other: _____

6. a.
 b.
 c.

7. a.
 b.
 c.

13. Other
 Topics you want
 to be trained on:

Choose either a T-shirt, Cap or POP Credit :

- X-Small gray unisex t-shirt
- Small gray unisex t-shirt
- Medium gray unisex t-shirt
- Large gray unisex t-shirt
- X-Large gray unisex t-shirt
- 2X-Large gray unisex t-shirt
- 3X-Large gray unisex t-shirt
- 4X-Large gray unisex t-shirt
- Green adjustable cap
- Blue adjustable cap
- Gray adjustable cap

3. a.
 b.
 c.
 d.
 e.
 f. Other: _____

8. a.
 b.

9. a.
 b.
 c.
 d.
 e.
 f.



4. a.
 b.

10. a.
 b.
 c.
 d.
 e. _____

\$6 POP credit

Send your answer sheet to:
 Email: Karin@provenwinners.com
 Fax: 815-895-1873
 Mail: **Proven Winners
 Certified Program
 1600 E Lincoln HWY STE F
 Dekalb, IL 60115-4962**



2025 Group Certification Reward Form

Thank you for participating in the 2025 Retailer Certification Program. Best of luck to you this year!

Please fax only one master test and this sheet.

Fax to: 815-895-1873 or Email to Karin@provenwinners.com (Complete by May 1, 2025 to receive rewards.)

Company Name: _____

Main Address: _____ City: _____

State/Province: _____ Zip/Postal Code: _____ Phone: _____

Choose 1 group reward for all employees to receive:

- A. Gray T-shirt (indicate unisex size below)
- B. Cap with adjustable strap (indicate Green, Blue or Gray color below)
- C. \$6 POP credit
- D. Let employee choose their own reward below



Please write your name and location clearly then check the reward you'd like to receive.

Employee Name: _____ Location: _____

A. Unisex T-shirt sizes and color: XS SM MD L XL 2XL 3XL 4XL B. Cap Green Blue Gray C. \$6 POP credit

Employee Name: _____ Location: _____

A. Unisex T-shirt sizes and color: XS SM MD L XL 2XL 3XL 4XL B. Cap Green Blue Gray C. \$6 POP credit

Employee Name: _____ Location: _____

A. Unisex T-shirt sizes and color: XS SM MD L XL 2XL 3XL 4XL B. Cap Green Blue Gray C. \$6 POP credit

Employee Name: _____ Location: _____

A. Unisex T-shirt sizes and color: XS SM MD L XL 2XL 3XL 4XL B. Cap Green Blue Gray C. \$6 POP credit

Employee Name: _____ Location: _____

A. Unisex T-shirt sizes and color: XS SM MD L XL 2XL 3XL 4XL B. Cap Green Blue Gray C. \$6 POP credit

Employee Name: _____ Location: _____

A. Unisex T-shirt sizes and color: XS SM MD L XL 2XL 3XL 4XL B. Cap Green Blue Gray C. \$6 POP credit

Employee Name: _____ Location: _____

A. Unisex T-shirt sizes and color: XS SM MD L XL 2XL 3XL 4XL B. Cap Green Blue Gray C. \$6 POP credit

Employee Name: _____ Location: _____

A. Unisex T-shirt sizes and color: XS SM MD L XL 2XL 3XL 4XL B. Cap Green Blue Gray C. \$6 POP credit

Employee Name: _____ Location: _____

A. Unisex T-shirt sizes and color: XS SM MD L XL 2XL 3XL 4XL B. Cap Green Blue Gray C. \$6 POP credit

Employee Name: _____ Location: _____

A. Unisex T-shirt sizes and color: XS SM MD L XL 2XL 3XL 4XL B. Cap Green Blue Gray C. \$6 POP credit

Employee Name: _____ Location: _____

A. Unisex T-shirt sizes and color: XS SM MD L XL 2XL 3XL 4XL B. Cap Green Blue Gray C. \$6 POP credit

Employee Name: _____ Location: _____

A. Unisex T-shirt sizes and color: XS SM MD L XL 2XL 3XL 4XL B. Cap Green Blue Gray C. \$6 POP credit

Employee Name: _____ Location: _____

A. Unisex T-shirt sizes and color: XS SM MD L XL 2XL 3XL 4XL B. Cap Green Blue Gray C. \$6 POP credit

Employee Name: _____ Location: _____

A. Unisex T-shirt sizes and color: XS SM MD L XL 2XL 3XL 4XL B. Cap Green Blue Gray C. \$6 POP credit

Employee Name: _____ Location: _____

A. Unisex T-shirt sizes and color: XS SM MD L XL 2XL 3XL 4XL B. Cap Green Blue Gray C. \$6 POP credit