

# PK Training Template

## 2 Minutes – 5Ws that you need to know

**Always follow the template below, answering the five questions. This will allow us to take the information you compile and put in into both the GroupSpace intranet, and on our website as well. In this way, we fulfill not just our commitment to daily education of our team, but we can also contribute to customer success. Be sure to turn in an electronic version to your manager via e-mail and include a picture that is non-copywritten (not something you downloaded from the internet) if possible.**

### **What is it?**

What are you presenting? If it is a plant, give us the info that we need to know to sell it. If it is a product, what is its active ingredient, how do I mix it, in what forms do we carry it and for how much. If it is a pest, disease, or weed, show us a picture of the

### **When?**

When is it appropriate to use this product, plant, or if a pest or disease does it have a season. For products, is there a time of day or frequency to application that we should be aware of as well as how long it is active and effective.

### **Where?**

If it is a plant, tell us where to place it. If it is a pest or disease, where is it commonly found, on what plants. If it is a product, where is it appropriate to apply it.

### **Why use it?**

Major benefits.

### **How does it work?**

If it is a product, what is its mode of action? How does it treat disease or insects? If it is a pest or disease, how does it get into our area? If it is a plant, tell us a superstar feature that we need to be able to communicate to our customers.