

About Botanicus, Inc.

Botanicus, Inc. is a Western New York based interior landscaping firm, servicing over 500 clients in Buffalo and Rochester. We design, install and service live and “silk” plants in commercial settings.

The company was founded by owner Kathryn O'Donnell in 1971, as a retail plant store (*The Plant Parlour*). She manages the company with a staff of 25 dedicated professionals. Botanicus is the largest interiorscaper in Buffalo and the second largest in Rochester.


Our hiring goal is to match the applicant's skills and natural behavior to the job requirements. Our hiring process may include 3-4 interviews and a behavioral profile analysis to be sure that the job is the right one for the prospective employee.

Since we place more importance on natural behavior, we often hire people with minimal plant experience. Our extensive training program uses our in-house PlantMaster manual, resource guides, on-the-job and workshop training. Our senior technicians will go with you periodically to evaluate and enhance your knowledge level. Horticulture is an in-exact science, and we are all still learning!

Our wages are above the industry average, and we offer benefits, even for part-time positions.

Our main office is in Amherst NY, which includes a 4000 square foot warehouse of plants, containers and silk. Our Rochester division has two drop off warehouses and local support staff.

We are always looking for good people to join the Botanicus team. If you know of anyone who might be interested in any of our career opportunities, please give them this information. Thank you for your interest.



Kathryn O'Donnell
President & Founder

165 Creekside Drive Suite 100 Buffalo NY 14228

Phone 716.691.7200 or 585.464.8333

Job Description

Marketing & Sales Assistant

Job description

Provide lead generation with contact management software and other methods,

- Generate excel spreadsheet with name, address, phone number from various sources.
- Call generated list to get proper contact name, e-mail and fax number.
- Generate labels from Excel spreadsheet to mail flyers, sales literature or fax/e-mail
- Follow up calls to qualify prospects and get appointments, after literature is sent
- Use basic script, revise as necessary for better response.
- Determine efficiency of marketing methods and pieces, revise mailing and information pieces to improve.
- Determine companies with competitive service for additional marketing efforts
- Tracking of contact until conversation with key person occurs
- Call existing clients when new installs are done and replacements to see our service was

Sales Support

- Enter proposals into computer and have checked by sales person
- Verify availability of items before proposing
- Send proposals to client (via e-mail) with letter and appropriate sales literature
- Follow up with client on proposal, and make changes as requested or suggested
- Assist customers regarding questions or concerns
- When approved, verify items are in stock order any special order items work order
- Call client to verify AR info, billing, tax status, discuss delivery dates and logistics.

Skills

Excellent oral and written communication ability

Desire to learn

Computer skills to consist of excel, desktop publishing.

Pleasant phone voice and manner

Training

Benefits of plants and service

Benefits of Botanicus

Questions to ask



Send completed application (pages 1-3) to:
165 Creekside Drive Suite 100. Amherst NY

14228

Buffalo 716.691.7200 Rochester 585.464.8333

Date _____ How did you hear about us? _____

Name _____

Address _____ City _____ Zip _____

Home Phone _____ Cell Phone _____

E-Mail Address _____

What position do you desire? _____

Applying for: _____ Full-time _____ Part-time (What is your ideal Schedule days/hours?) _____

Why do you think you would like this position? _____

What special skills or training do you have, which may qualify you for work with our company?

What are the components of the ideal job for you?

How would you describe an ideal supervisor?

What goal would you like us to help you accomplish, if you came to work for us?

If applying for a position which requires driving, have you been ticketed for a moving violation in the last 3 years? If yes, please explain. _____

What salary range do you desire? to start _____ after 1 year _____

We are an equal opportunity employer. We consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, or any other legally protected status (except where a bona fide occupational qualification applies).

Botanicus will keep completed and returned applications active for 45 days. After this time, a new application must be submitted to be considered for future openings.

Botanicus Application for Employment

Employment (start with most recent)

From _____ To _____ Employer _____

Location _____ Phone _____ Supervisor _____

Job title _____ Starting wages _____ Final wages _____

Duties _____

Reason for leaving _____

From _____ To _____ Employer _____

Location _____ Phone _____ Supervisor _____

Job title _____ Starting wages _____ Final wages _____

Duties _____

Reason for leaving _____

From _____ To _____ Employer _____

Location _____ Phone _____ Supervisor _____

Job title _____ Starting wages _____ Final wages _____

Duties _____

Reason for leaving _____

Education	name & location	From	to	Curriculum/major	Graduation
High School	_____	xxxxxx	xxxxx	_____	xxxxxxxxxxx
College	_____	_____	_____	_____	_____
Other	_____	_____	_____	_____	_____

Professional References

Name	Phone	Company	Title/relationship
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Personal References

Name	Address	Phone	Yrs known
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Applicant's Statement: I certify that statements made by me on this form are true and correct. I understand that if employed, any false statement on this application can be considered cause for dismissal. I authorize investigation of all statements contained in this application for employment as may be necessary in arriving at an employment decision.

Signature _____ Date _____