



**TOWER**  
GARDEN  
BY JUICE PLUS+

# Customer Care

## The Tower Garden® Customer Profile

Customer \_\_\_\_\_ Start Date \_\_\_/\_\_\_/\_\_\_

### Get to know your TG customer and their expectations

Why are you making the decision to purchase a Tower Garden®?

What are your expectations from purchasing a Tower Garden®?

What would you like to grow in your Tower Garden®? Indoors or outdoors?

What is the best way to contact you? Phone, text, email, Facebook?

May we add you to our Facebook TG Support Group? Yes No

## The Tower Garden® Experience Customer Care Program

Below are some ideas for engaging with and building a relationship with your new Tower Garden customer. Add these dates to your calendar and remember to connect one on one with your TG customer. The JP+ Company will assist with customer care by sending 4 emails at Day 1, 7, 15 & 30.

Day 1 Contact #1 :

- Add Customer to Tower Garden Customer FB Group and assist them in subscribing to [Tower Talk](#).
- Recommend they thoroughly read Growing Guide before starting anything!
- Send [17 Sources for Seeds and Seedlings](#) link to help them decide if they will use seeds or seedlings.

Day 7 Contact #2

- Inquire if Tower Garden boxes have arrived.
- Email/Text [How to Assemble Your Tower Garden®](#). Ask where they are locating TG (needs 5-6+ hours direct sunlight, water & power source, level ground).
- Assist customer in plant placement on TG by providing [Grow A Healthy Tower Garden PDF](#)

Day 15 Contact #3:

- Review standard daily/weekly maintenance (filtered water, tonic 1/2 strength, pH 5.5 – 6.5, rotate ¼ turn).
- Review seedling progress, are they ready to be transplanted.
- Request customer to share seedling pictures in TG FB Group or on their FB wall.



## Customer Care continued

### Day 30 Contact #4:

- Send them link: [6 Habits of Successful Tower Gardeners](#).
- Review together and ask if they have any questions.

### Day 60 Contact #3:

- Congratulate them on their purchase and great start.
- Introduce one/more of our other Juice Plus+ products.
- Share what you love about Juice Plus+ and ask them if they would be open to watching a video to learn more.

### Day 90 Contact #4:

- Congratulate them on being one of the few aeroponic gardeners in the U.S.
- What do they like best about their Tower Garden?
- Ask customer if they would inspire others by posting a picture on their FB page and tagging you.

### Tower Garden Video Resources:

[How to Assemble Your Tower Garden®](#)

[How to Fill the Reservoir, Add Nutrients, & Test pH in Your Tower Garden®](#)

[How to Start Seeds & Transplant Seedlings to Your Tower Garden®](#)

[How to Harvest Your Tower Garden® Lettuce: Tower Tips](#)

[How to Hand Pollinate Plants Like Tomatoes, Zucchini & More](#)

[How to Harvest Tower Garden® Basil, Chives & Parsley: Tower Tips](#)

[How to Harvest Your Tower Garden® Tomatoes: Tower Tips](#)

### Tower Garden Website Resources:

[Tower Talk Website](#)

[TowerGarden.com](#)

[Tower Garden \(Distributors Only\) Facebook group](#)

[Tower Gardeners User Exchange Facebook group](#)

### Tower Garden Document Resources:

[Certified Seedling Providers®](#)

[Set-up and Growing Guide](#)

[Tower To Table Cookbook](#)

[Grow A Healthy Tower Garden](#)

### Tower Garden Blog Articles:

[The Ultimate Guide to Garden Pest Control](#)

[Defend Your Plants From Destructive Diseases](#)

[Everything You Need to Know About Indoor Gardening](#)

[How to Clean Your Tower Garden in 3 Simple Steps](#)

[How to Ensure Your Indoor Tower Garden Is a Success](#)

[12 Common Tower Garden Problems \(and How to Avoid Them\)](#)