



2024 Certified Test Questions

MARKETING

1. The primary focus of Proven Winners' plant breeding is to develop plants that deliver outstanding garden performance.
 - a. True
 - b. False
2. Proven Winners signature white containers help consumers find the brand quickly and easily in stores. They are required for:
 - a. Annuals and caladiums only
 - b. Perennials only
 - c. Shrubs only
 - d. Annuals, caladiums, perennials and shrubs
3. Garden centers can offer their customers a greener gardening solution with Proven Winners Eco+ containers. Two traits of these containers are:
 - a. They are industrial compostable.
 - b. They are made of recycled plastic.
 - c. They can be planted in the ground along with the plant.
 - d. They eliminate the need for a plant label.
4. Proven Winners works with independent garden centers to:
 - a. Execute effective marketing and advertising strategies
 - b. Train staff on how to sell Proven Winners plants and products
 - c. Provide merchandising solutions
 - d. All of the above

ANNUALS

5. Which of the following is the 2024 National Annual of the Year™ by Proven Winners?
 - a. Supertunia Mini Vista® Indigo petunia
 - b. Supertunia Vista® Jazzberry® petunia
 - c. Superbena® Violet Ice verbena
 - d. Heart to Heart® 'Chinook' caladium
6. Which of the following traits describe the new Supertunia® Hoopla™ Vivid Orchid™ petunia? (Choose 2)
 - a. It has vivid orchid purple and white picotee patterned flowers.
 - b. It has solid vivid orchid purple flowers.
 - c. It is not vigorous, so it should not be used in container recipes.
 - d. It is self-cleaning, so it requires no deadheading to stay in bloom.
7. Superbena® Pink Cashmere verbena was the star of our plant trials. What makes it an outstanding new introduction?
 - a. It is an extra vigorous selection.
 - b. It bears huge, soft pink flower umbels.
 - c. It is extremely resistant to powdery mildew, which can plague other verbenas.
 - d. All of the above

PERENNIALS

8. The newest Summerific® perennial hibiscus introduction for 2024 is our most compact to date, bearing huge 8" round, blush pink flowers with a red eye from midsummer to early fall. What is its name?
 - a. Summerific® 'Holy Grail'
 - b. Summerific® 'Ballet Slippers'
 - c. Summerific® 'Perfect Storm'
 - d. Summerific® 'All Eyes on Me'
9. A unique feature of the new Bouquet Perfect™ primroses is:
 - a. They bloom in midsummer.
 - b. Each plant produces flowers in multiple colors.
 - c. The flowers are fully double.
 - d. The flowers are tiny but plentiful.
10. The EZ Scapes program is designed to:

- a. Help home gardeners identify perennial landscape combinations for their growing conditions
- b. Provide easy to grow annual combinations for containers
- c. Help customers choose the correct garden tool for the job
- d. Explain how to use self-watering AquaPots®

SHRUBS

11. White flowers for moon gardens are trending. Which of the following new Proven Winners ColorChoice shrubs produce white flowers? (Choose 3)
 - a. Double Play® Dolly™ spirea
 - b. Double Take Eternal White™ quince
 - c. Oso Easy Ice Bay™ rose
 - d. Let's Dance Lovable™ hydrangea
 - e. Pinky Winky Prime™ hydrangea
12. What are two traits of the new Pinky Winky Prime hydrangea? (Choose 2)
 - a. It is smaller than the original.
 - b. It is larger than the original.
 - c. The flowers stay white as they mature.
 - d. The flowers turn more intense pink as they mature.
13. Which would you recommend to a customer looking for the type of hydrangea that produces large, blue, mophead flowers?
 - a. *Hydrangea arborescens* (smooth hydrangea) including the Invincibelle® series
 - b. *Hydrangea macrophylla* (bigleaf hydrangea) including the Let's Dance® series
 - c. *Hydrangea paniculata* (panicle hydrangea) including Limelight Prime®
 - d. *Hydrangea quercifolia* (oakleaf hydrangea) including the Gatsby® series
 - e. *Hydrangea serrata* (mountain hydrangea) including the Tuff Stuff™ series

HOUSEPLANTS

14. 14. Consumers have told us that not knowing where leafjoy houseplants will thrive in their home is a barrier to making a purchase. To solve that, Proven Winners:
 - a. Includes care instructions on every variety-specific plant tag
 - b. Divided leafjoy plants into four categories based on light levels
 - c. Offers POP signage that clearly indicates where leafjoy plants will thrive
 - d. All of the above
15. 15. You can expect leafjoy houseplant quality in your store to be exceptional because: (Choose 3)
 - a. The plants are grown outdoors in the Florida sunshine.
 - b. Crops are virus-indexed on a regular basis before shipping to your store.
 - c. The plants are grown to exacting standards in state-of-the-art greenhouses.
 - d. Large quantities are required to ship to your store so you can choose the best ones to display.
 - e. The plants are cleaned up and ready for retail when they arrive at your store.
16. 16. Exclusive leafjoy varieties are available only to independent garden centers.
 - a. True
 - b. False

2024 Certified Training Program Answer Sheet

(Proven Winners Members, Brokers Reps, Students, Growers, Media and other Interested Parties)

Fax to: 815-895-1873 or Email: to Karin@provenwinners.com (Complete by Early Spring)

Employee Name: _____ Email: _____

Company Name: _____ Company Address: _____

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

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

- 6. a.
- b.
- c.
- d.

- 11. a.
- b.
- c.
- d.

Thank you for participating in the
2024 Certified Training Program.
Have a great season.

Fax your answer sheet to:
815-895-1873

or

Mail your answer sheet to:
**Proven Winners
Certified Program
1600 E Lincoln HWY STE F
Dekalb, IL 60115-4962**

- 2. a.
- b.
- c.
- d.

- 7. a.
- b.
- c.
- d.

- 12. a.
- b.
- c.

- 3. a.
- b.
- c.
- d.
- e.

- 8. a.
- b.
- c.
- d.
- e.

- 13. a.
- b.
- c.
- d.

- 4. a.
- b.
- c.
- d.
- e.
- f.

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

- 14. a.
- b.
- c.
- d.

- 5. a.
- b.
- c.
- d.
- e.

- 10. a.
- b.
- c.
- d.
- e.



2024 National Recipe
Polar Peach

Employee Name

Certification of Completion

2024 Certified Training Program

Congratulations! You are now part of an elite group of garden center employees across North America, and we thank you for your time and interest in becoming a Proven Winners® retail expert.

Your completion of the Certification Program is proof of your dedication to the highest standards of customer service. Now you are ready to face customers with the knowledge and confidence that makes a difference in today's retail environment.

Thank you for your support of the Proven Winners® line of award-winning annuals, perennials and flowering shrubs. We are proud to recommend you to the millions of gardeners who search our website for retailer connections and information each season.

