
4 TIPS FOR *growing* retail profits

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During the pandemic, independent garden centers saw more customers than ever before. With the National Gardening Association reporting 18 million new gardeners on our doorstep, the key to maximizing the dollars spent per purchase is simple.

2. UPSELL

Garden centers usually buy and sell retail products that our traditional customer base would purchase.

While plain green watering cans have remained a gardening staple, don't be afraid to spice up your selection and offer items that are at a higher price point. Remember, 18 million new gardeners = 18 million new personalities who will purchase, red, yellow, and blue, watering cans! DRAMM'S watering cans come in three sizes, are proudly MADE IN USA, and offer the gardening consumer a lifetime guarantee.

With case packs of six assorted colors, which one will you choose?

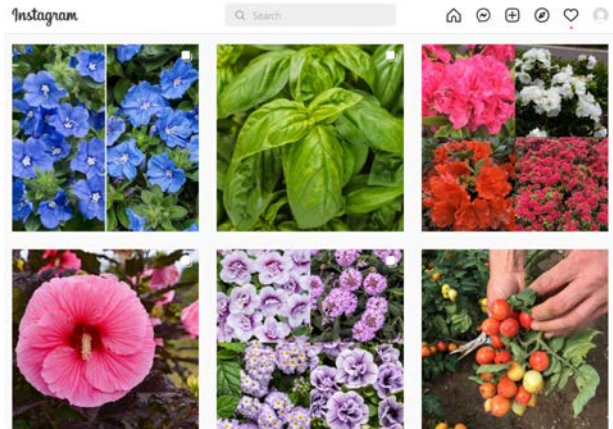


1. CROSS SELL

Cross selling is one of the easiest ways to increase your customer's purchase.

By displaying plants with retail accessories, customers can visualize the products together, and make natural purchases.

When working on store presentation, incorporate a display of JACKS FERTILIZER with the plants you are selling. Just like seeing hot fudge next to an ice cream display, the customer easily sees they need both, resulting in an additional purchase. JACKS Classicote CrystalGreen fertilizer is perfect for outdoor and indoor plants with its two-part formula. Plants rapidly absorb the recycled phosphorus and magnesium in the uncoated CrystalGreen formula, which results in a quick green up. Then, the Classicote will time release food for up to four months, which plants will use to grow and thrive.



3 . FILL YOUR DISPLAYS

The pandemic has reminded us, no one likes to see bare shelves when shopping. Consumers don't want to spend time looking for products, they need to be right in front of them.

Follow the facing/blocking theme of grocery stores and bring products forward on shelves to make the inventory appear full. The same goes for your displays. Whether it's pottery, fertilizer, or plants, take a few minutes to bring the product to the front of your shelves and create a clean stocked look.

4. POST IT!

Most importantly, whether you post on Facebook or Instagram, make sure to regularly post. Show what you have growing on your benches with all the accessories you have to keep your gardeners happy and successful! The more product you can highlight in a post to sell the better. See it? Sell it!