



Top TEN Store Development Objectives for 2019

“The most important thing in life is to figure out what to hope for and then live in that hope. Running up and down the halls touching the walls on each side”

- Barbara Kingsolver



I live in
the hope
of the garden.



And, I run up and down the halls of garden centers touching (and sometimes moving) walls and cash wraps and street side signs and parking lots.

It's what I do!



I've been doing it
with increasing joy
and, I hope
increasing skill,
since 1994.



Because your store,
according to Paco
Underhill, is “a great
big advertisement
for itself.”



Your biggest
investment and
your greatest asset.
Or, limitation.



So, spend your
first promotion
dollar on your
store.



10 - Inventory Management



Find the “toddlers”



Three part program

1 - Sell - at any price

2 - Give Away

3 - Throw away



That includes plants -

Add one

Delete two



2019 National Plant of the Year Program



ANNUAL OF THE YEAR

LEMON CORAL[™]
Sedum



HOSTA OF THE YEAR

SHADOWLAND[™]
'Autumn Frost' Hosta



PERENNIAL OF THE YEAR

SUMMERFIC[™]
'Berry Awesome' Hibiscus



LANDSCAPE SHRUB OF THE YEAR

LOW SCAPE[™]
Mound Aronia



ROSE OF THE YEAR

AT LAST[™]
Rosa



HYDRANGEA OF THE YEAR

FIRE LIGHT[™]
Hydrangea
paniculata



FLOWERING SHRUB OF THE YEAR

SONIC BLOOM[™]
Weigela florida

Building on the strong success of the campaign this year, Grower and retailers have asked us to continue to showcase these winners.

With this highest designation, Proven Winners considers the following factors in its selection process:

- 1. Proven performance in all climates
- 2. Proven ability to grow in containers
- 3. Proven ability to grow in hanging baskets
- 4. Proven ability to grow in beds and borders
- 5. Proven ability to grow in containers
- 6. Proven ability to grow in hanging baskets
- 7. Proven ability to grow in beds and borders
- 8. Proven ability to grow in containers
- 9. Proven ability to grow in hanging baskets
- 10. Proven ability to grow in beds and borders

These plants also meet the following criteria:



Popular National Recipe Program Expands for 2019

We've diversified our National Recipe Program to meet the needs of all our North American customers this year. Choose those that are best suited to your region and promote them in any season you wish. Based on our careful testing of these recipes in the north and south, you can be confident they will deliver the signature Proven Winners all-season performance.



GRAND TRAVERSE
 SUPERTUNIA® BLACK CHERRY® Fiorino
 SUPERTUNIA® BORDEAUX® Fiorino
 SUPERTUNIA VISTA® Fuchsia Fiorino
 THRILLER:
 GRACEFUL GRASSES®
 PRINCE TUT® Cypripedium

STRAWBERRY SAUCE
 SUPERBELLS® STRAWBERRY
 PUNCH® Callibachia
 LAGUNA® White Lobelia
 JORDAN® Hoylea Ronsardii Vertina
 THRILLER
 GRACEFUL GRASSES®
 Sky Rocket® Pennisetum



Number 0

Number 9

Talk to the

Street -

Loudly



Invite every

Invite every passing car to stop!



1 Streetside Visibility



Before





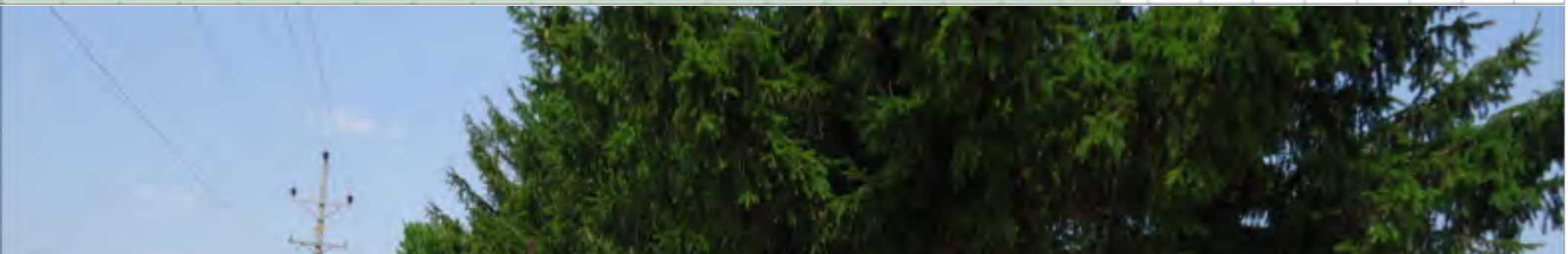




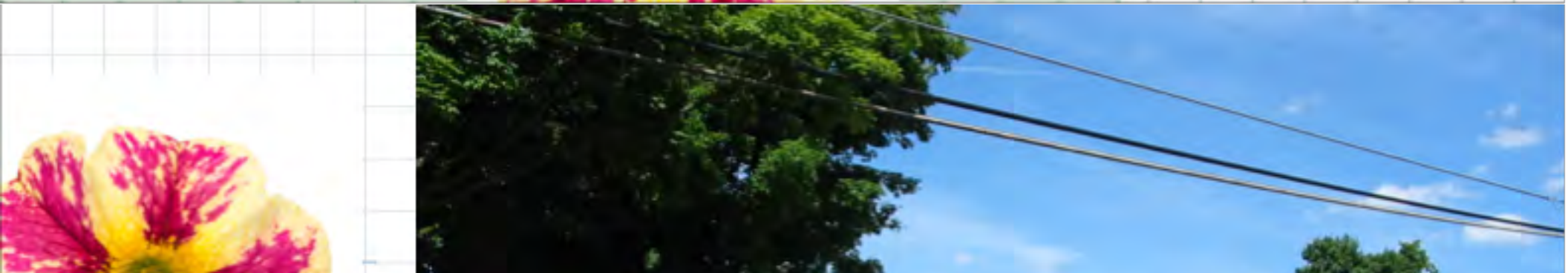
M • A • R • K • E • T • I • N • G







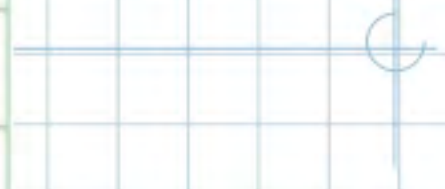


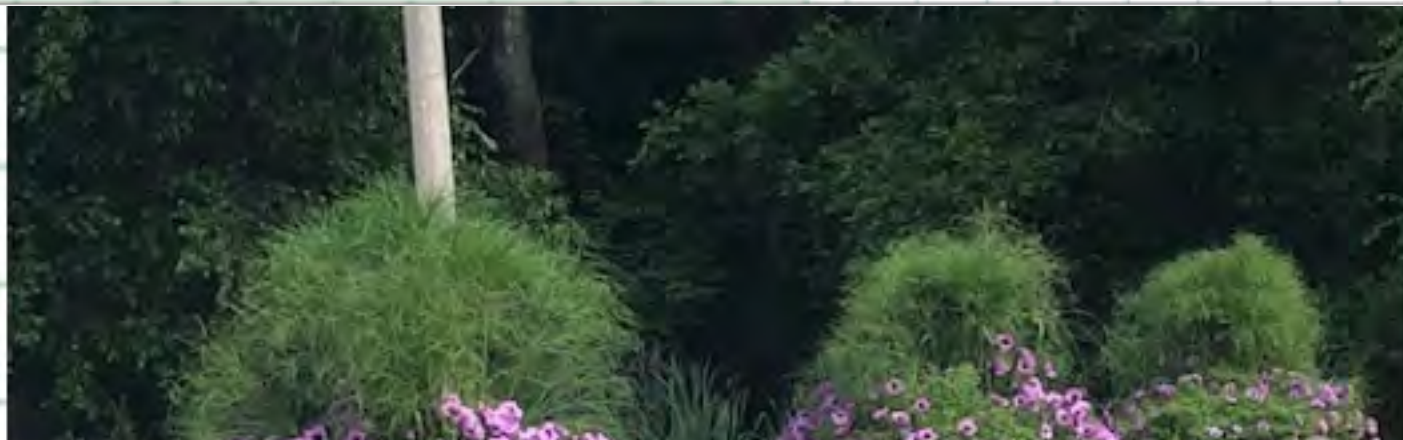


















Number 8

Move the



**Move the
customer
through the
store**



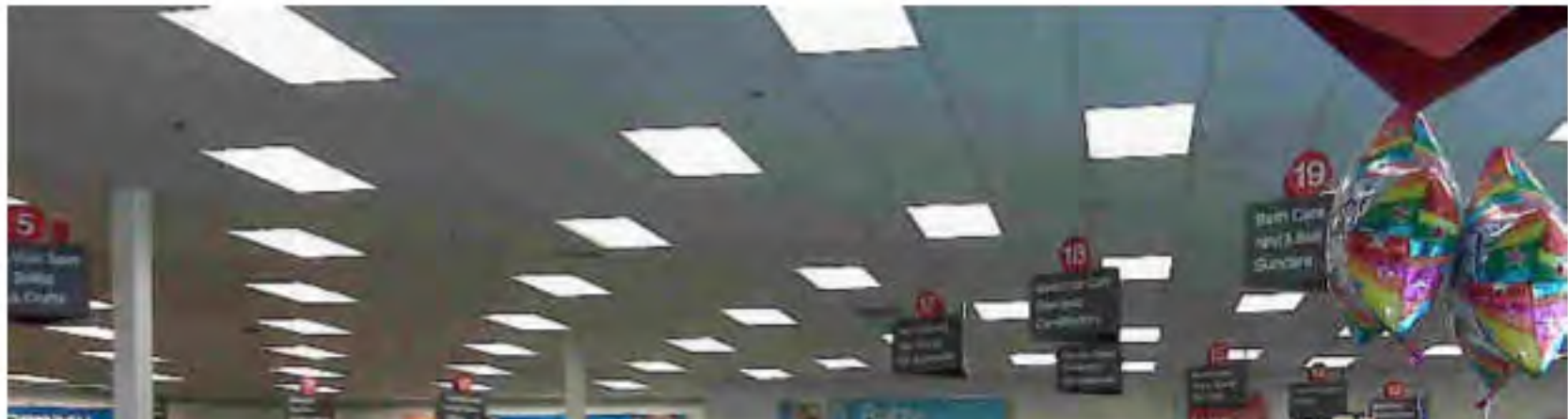
**The main function
of a store is**

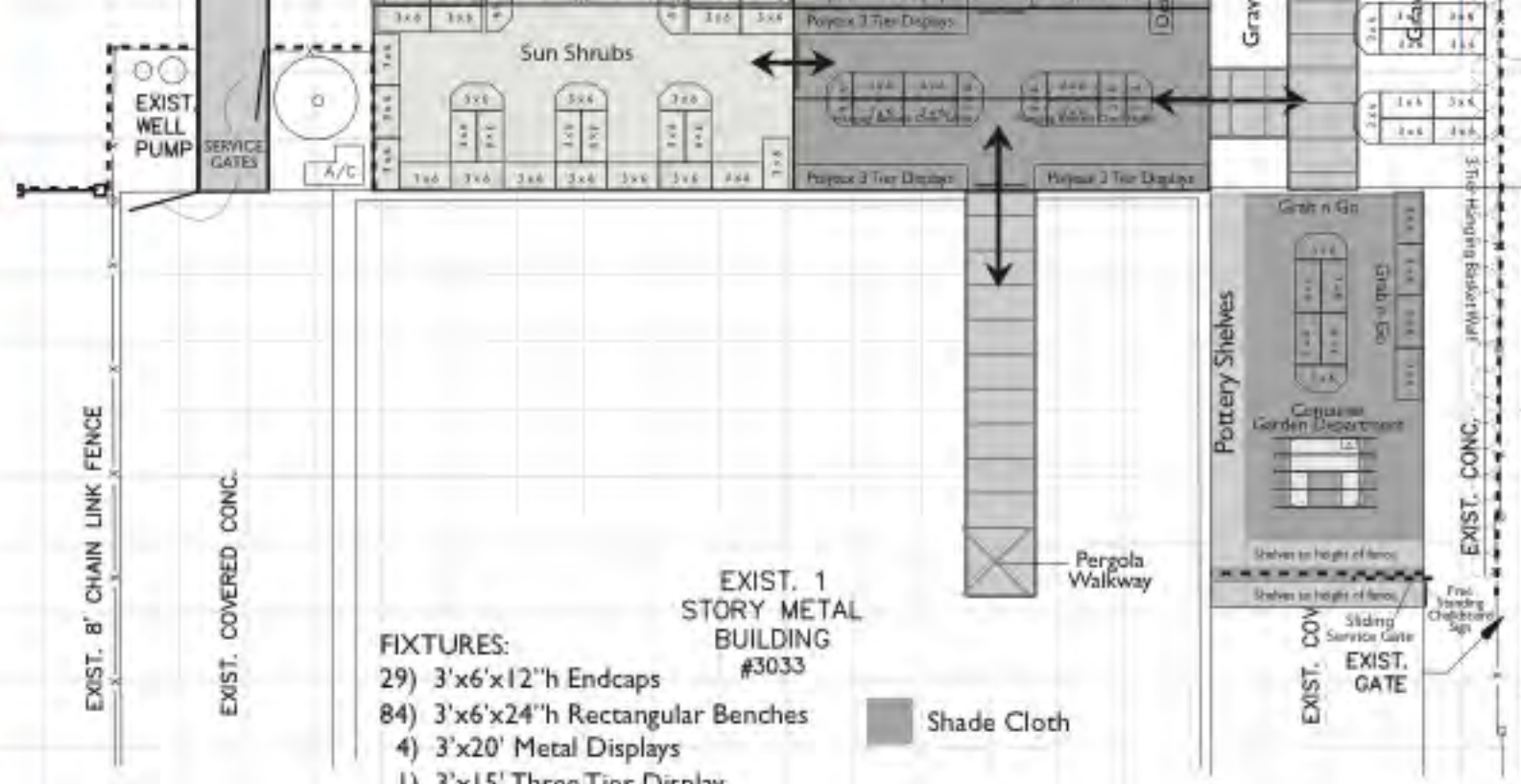


customer merchandise contact.



Paco UnUnderhill
Why We Buy





FIXTURES:

- 29) 3'x6'x12" h Endcaps
- 84) 3'x6'x24" h Rectangular Benches
- 4) 3'x20' Metal Displays
- 1) 3'x15' Three Tier Display

■ Shade Cloth

Total Garden Center Space (not including any space in One Story Metal Building) 12,732 sf
 Covered Space 7007 sf
 Uncovered Space 5725 sf

7575 sf of Garden Center is on concrete, the remaining 5167 sf is gravel





M•A•R•K•E•T•I•N•G











M•A•R•K•E•T•I•N•G

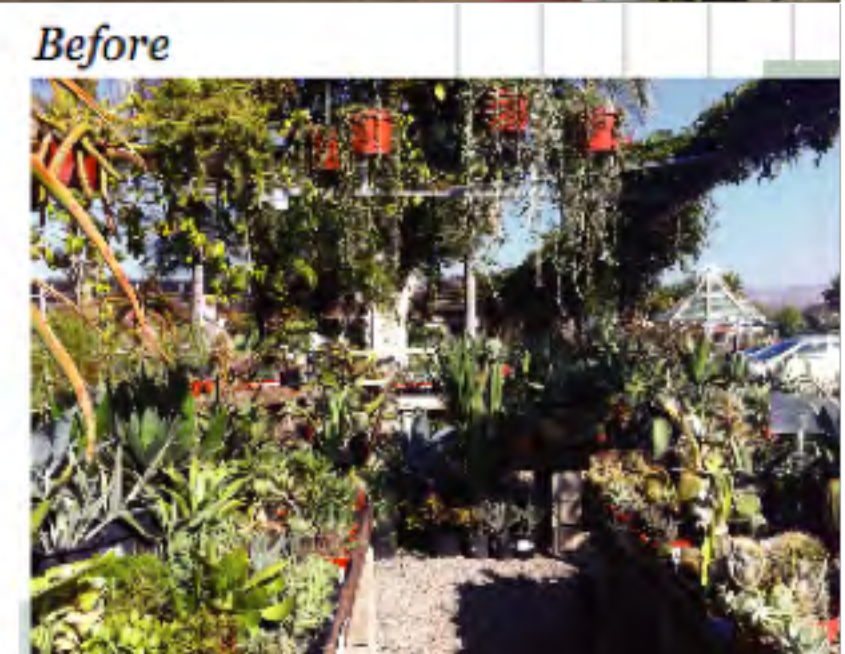






“The Proven Winners SWAS program helped us to create a fun, focused destination in our store that recreated excitement in the shrub category.”

-Andy Wedel





Alternative



Aisles, Slowdowns and Enticements



Alternative



Alternative



Slowdown



Stops the customer in her tracks

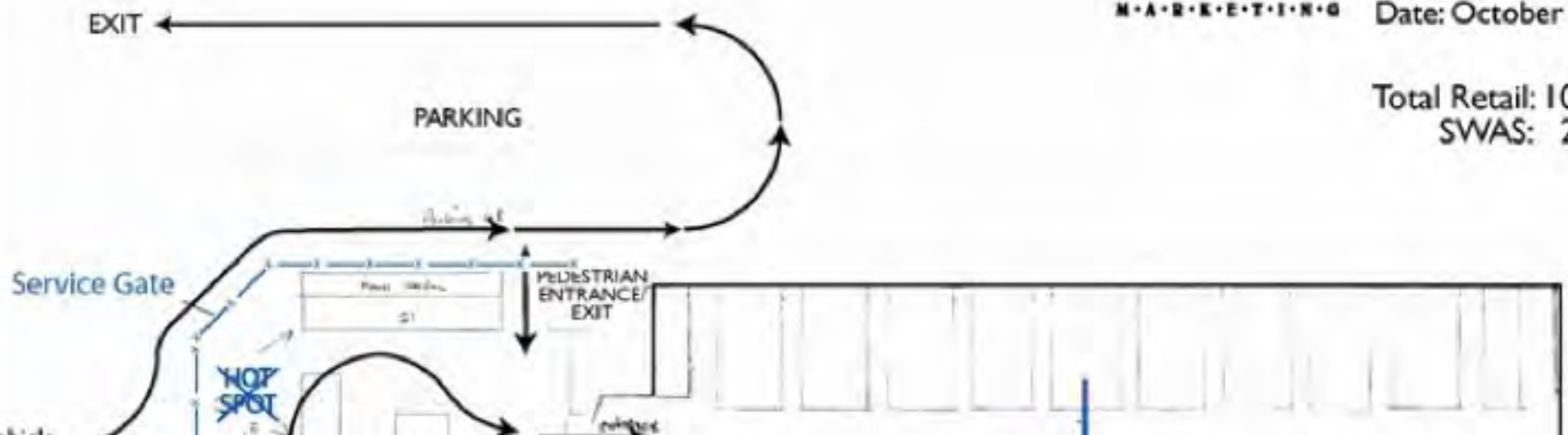


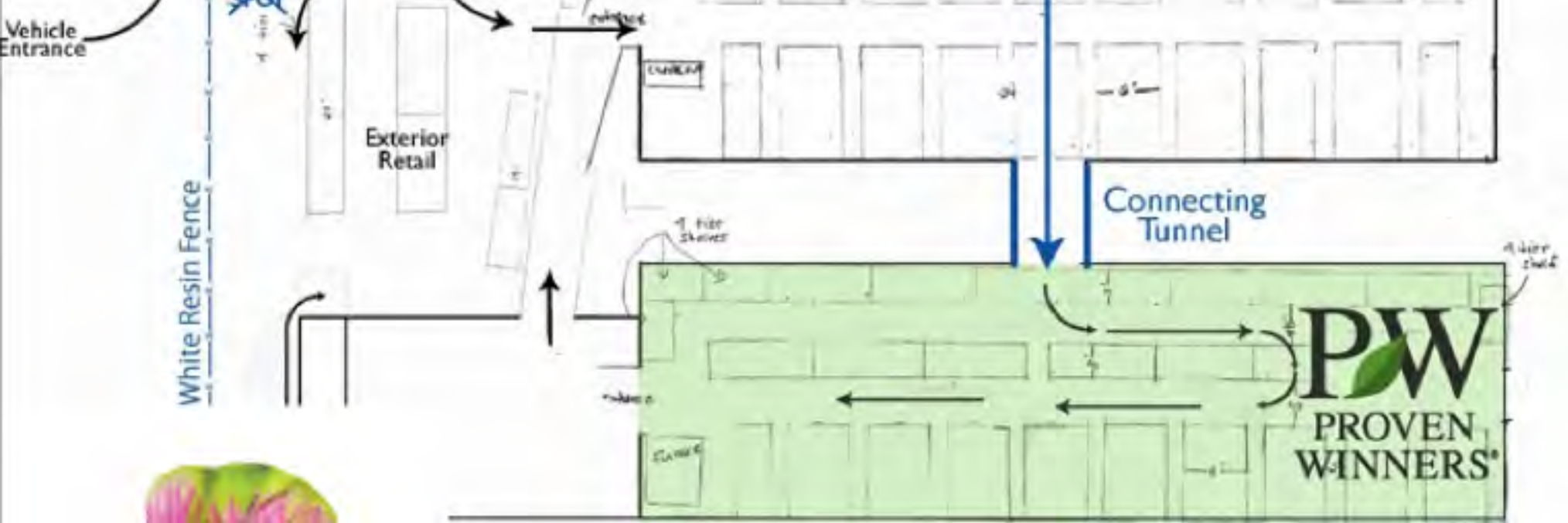




Riverside
Proven Winners
Store-Within-A-Store
Scale: 1"=20'
Date: October 2009

Total Retail: 10348 sf
SWAS: 2752 sf





Does this look familiar to anyone? Welcome to the long, skinny, dead end greenhouse.

greenhouse.







Number 7

Install

Vertical

Vertical Merchandising



M•A•R•K•E•T•I•N•G





7 Vertical Display



Before

Alternative



GROWING

PLACES
M·A·R·K·E·T·I·N·G











M•A•R•K•E•T•I•N•G











PW **SWAS**
PROVEN STORE WITHIN A

GROWING PLACES

64 **Lagrange ACE**
Hanging Basket Wall









6 - Wellness as a Year-Round Department



Fresh is not a fad!
Local is not a fad!
Wellness is not a fad!
Eco-awareness is not a fad!



For a complete look at this topic, see www.GardenMediaGroup.com for their FREE annual reports from 2018 and 2019!



terrain

SATURDAY
JULY 15th
12-4

Staff Salsa Contest

You be the judge! Come taste the homemade salsas made by terrain's own!

SUNDAY
JULY 16th
12-4

Summer Skincare Essentials

Chat with our spa specialist about natural skincare routines.

TUESDAY
JULY 18th
6-8
Free Admission.

Vintage Movie Night

Fun night watching 1960's "Scopitones" followed by *The Beatles at Shea Stadium!* Cocktails and movie snacks will be available for purchase.

SATURDAY
JU 22nd
10-11

kid's Beach Terrariums

Bring the young gardener or beach lover



10-11
+20⁰⁰

Bring the young gardener or beach lover
in to plant their own "beach in glass".
Instruction & basic materials included.
Plants & vessel are additional costs.

SUNDAY
JULY 23rd
12-3

Honey & Cheese Festival

Join us to
celebrate our favorite sweet & savory
pairings of honey and cheese!

TUESDAY
JULY 25th
6:30-8:30
+85⁰⁰ per
person

A Toast to Rosé with Chef Jeff Michaud

Join James Beard Award winner
Chef Jeff Michaud as he hosts our
summer favorite - Rosé!



5 - Repackage Garden Products for today's consumer







7 Essentials For Every Kitchen



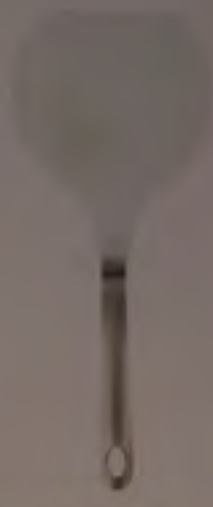
Omelette Spatula
Ace your food creation or gastronomy with this broad, flexible spatula that conforms to rounded pans.



Tongs
Lock it closed for easy storage. Comfort grips prevent slipping.



French Tasting Spoon
A kitchen classic, versatile, sturdy and safe for non-stick pots and pans.



Omelette-Pancake Spatula
Overused to flip and to delicate pancakes, omelets and omelettes with crumble-free success.



Pasta Scoop
Pasta. Get a grip on delicate strands of cooked spaghetti and fettuccine while draining them at the same time.



Stainless Steel Spoon
Every kitchen needs a go-to stirrer and server. To make your professional grade with strong ergonomic handle.



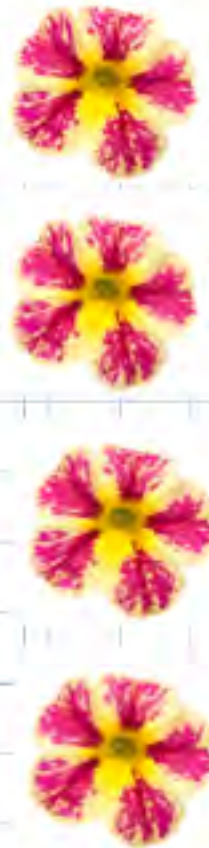
Flexible Turner
Just the right amount of flex to flip, turn and lift delicate eggs over easy to hefty burgers.











Number 4 De-clutter Every Space







Product that is displayed in such a haphazard and unreachable location as this exterior wall is nothing more than warehoused. Customers pay no attention to what they can't reach. Even if a customer wants to purchase from this wall, a staff person must be found to assist. A smaller vignette (that could be organized and restocked) showing how this product would look on a consumer's patio wall would sell more product.



Nothing is going to get done in this mess. Expensive gift wrap supplies degrade and become useless. No staff person wants to work here and no customer want to see what might come out of this mess.



12 b











Number 3



Install a



Container



Garden

Department







**Join me Friday at
13:00 for a complete
program on the
container garden
department**





2 Make a Plan for 2019

- - Get a Notebook**
- - Create a calendar**
- - Set season
changeout dates**





- - **Set sales goals based on previous year**
- - **POS info or register tape info**





- - **Plan supporting in-store events**

Product based





- **Assign staff responsibility for calendar events and require plan report one month in advance of the event.**



1 - Candy ?



CANDY COMPONENT AT APPLIANCE GIANT

**Abt opens Dylan's site on showroom floor in
Glenview**

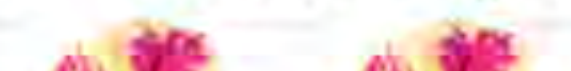
- From the Chicago Tribune



Abt, which has been named by Consumer Reports as the best place nationally to buy appliances, regularly draws customers from 100 miles away. The full-fledged candy store within an appliance store features the same products, decor and vibe that have made Dylan's a destination on its own.

Founded in 2001 by Dylan Lauren, daughter of fashion designer Ralph Lauren, New York-based Dylan's Candy Bar expanded to Chicago with the 2015 opening of a store in Tribune Tower on North Michigan Avenue.

“We decided to open within Abt as it not only is a local destination for millions of families in the suburban Chicago area, but it is also a perfect match in terms of customer base,” Tushar Adya, president and chief operating officer of Dylan's, said in a statement.





Adjacent to Interstate 294, the 15-year-old Abt showroom is something of a landmark for appliance shoppers. Bucking national trends, Abt sees about 10 percent annual revenue growth by expanding product lines, absorbing business from closing competitors and, most importantly, keeping its loyal customer base happy. Each weekend, the store hands out freshly baked chocolate chip cookies to customers, a tradition that will continue. While Abt and Dylan's will share revenues adding a candy store is less about profits and more about giving customers another reason to visit.

“It’s hard for a lot of retailers like us who sell appliances and TVs,” said Mike Abt, 54. “They’re losing the young generation — kids aren’t interested in speakers anymore. Everyone is interested in candy.”





**What's Your Candy?
And Finally, What
would you do if you
weren't afraid?**





+1
What
would you
do if you
weren't
afraid?





+1
**Would you
create
retail in
your
growing
range?**





10 Inventory Management



9 Talk to the Street



8 Move the customer through the whole store



7 Install vertical displays



6 Food as a Category

consumer



4 Declutter



3 Install a Container Department



2 Get a Notebook



1 Candy? Go Carts? Yoga? What?



+1 Create Retail Space

Leave your business card for a
free subscription to
Success Stories™ newsletter





Thank you for
selling, not just plants,
but the garden
Judy Sharpton
770-815-1052
judy@growingplaces.com



M•A•R•K•E•T•I•N•G

Special thanks to
Proven Winners
for images in my
presentations.



A final personal word
to my Canadian
friends.



