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Nursery Trends

- If you have a limited marketing budget, concentrate on your current customers
 - It is easier to get extra dollars from existing customers than bringing in new customers and it costs less.
 - Add \$5/sale to your bottom line during May and June and see what that would mean to your profits
 - Improve signage to draw people through
 - Arrange store to route customers through the store to maximize their exposure to products
- Key trends
 - Color
 - Don't think just annuals and perennials – showcase flowering trees
 - Make a color calendar NOW so you know what you will highlight during the season
 - The box stores focus on the easy stuff – dare to be different in your location
 - Extend the color season for popular items to increase sales by holding some in a cooler and putting out later
 - Keep color displays simple for maximum effect
 - Displays should be simple and easy to do – make an impact
 - Don't put plants that are in full color on sale – wait until they are almost done blooming
 - Be quick to replace with the next plant in color
 - Presentation and packaging are important in differentiating your product
 - All of this is part of “branding” your business
 - Concentrate on presentation
 - New plants add excitement to the shopping experience – but remember that for the customer many of these are new
 - Make the presentation “new”. Use containers, baskets, etc. – this is one thing that the boxes do not do.
 - Have hotspots – not just long rows of plants
 - Merchandising should not stop at the greenhouse door.
 - Make a nice hard goods display – but hard goods don't make your profit. Plants make your money. Integrate so you upsell.
 - Point of sale systems should be used to manage your customers
 - Take advantage of the technology being used today

- Target your information to the customer's specifics
- Advertising and Marketing
 - There is NO ONE SIZE FITS ALL
 - If you use newspapers you miss the younger customers
 - If you use the internet you miss the older customers
 - Having a website isn't enough
 - It needs to be interactive
 - It needs to be kept up-to-date – if you can't keep it up to date you are better off not having one!
 - If you can use cable TV – use HGTV – it outshines all markets.

Networking

- What are your customers' values – what is it they like about you?
 - Make sure you know what that is and then do it well
- If the customer does not understand the value of what she is getting for her money – then the price will always be too high.
 - You can't sell cheaper than the box stores – so sell Better.
 - Product promotion does not always mean cutting the price.
 - Think how about how you can reposition the value
- If your product is the same as what everyone else is selling – then it is a commodity.
 - Find something that makes yours different and capitalize on it.
- Success depends on your ability to adopt and adapt.