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Features

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Mother’s Day Delight

Erik Dietl-Friedli







Often, when we're displaying for a holiday, we're hoping to sell a lot more of an item we might already stock. How to sell more without shifting everything can be a challenge. Roses for Mother's Day Weekend is a program that comes to mind. Typically, I stock up to 300 shrubs at the garden center, but wanted to bring in an additional 600 for that weekend. To make it happen, I needed to find a place to display that number and make a plan to move them quickly.

Looking around, I settled on our receiving area. Our receiving area is toward the back of the garden center and can be an area filled with assorted junk at times (always). If I planned delivery late in the week, setting it up as a Rose Garden would not interfere with actual receiving.

The result? The receiving area was empty Monday morning for deliveries. **GP**

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About 300 roses filled this area and the other 300 were displayed on tracking trailers closer to the action. As roses sold, we kept shifting forward.