greenPROFIT

Front Lines

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Certified Garden Center Training

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Proven Winners is continuing to support independent garden centers this spring with its popular Certified Garden Center training program. This on-demand program allows employees to watch a 50-minute training video and complete a short survey after. It covers everything from consumer trends, free resources, top new varieties, promotional programs, merchandising support and more. It includes closed captions in English, Spanish and French.

“Consumers choose independent garden centers for their quality plants, great selection and knowledgeable staff, but finding the time and resources to train employees is difficult,” said Jessica DeGraaf, Proven Winners director of retail accounts, in an announcement about this year’s program. “We started the Certified program more than 20 years ago to give IGCs all of the information they need about Proven Winners plants, programs and more to set their employees up for success.”

Certified garden centers receive the following:

- Priority listing on provenwinners.com through the Find a Retailer tool
- Free inventory listing
- A choice of hat or T-shirt for each certified employee
- A pizza party courtesy of Proven Winners

Find out more at provenwinners.com/Staff_Training. **GP**