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Another No-Brainer

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In a recent *buZZ!* newsletter, we shared with you Valerie Nalls' "no-brainer moneymaker" idea for bundling products. She said it not only enabled her to sell more stuff, but it also allowed her to clear out some products that folks might not have initially put in their carts. Good plan!

Beth Simpson has used a similar idea at Rolling Green Nursery in Maine. Here's what they've been doing:

"We also bundle to create value for the customer for a larger purchase. During the drought last year, we started the 'tree trifecta' and are continuing it this season with a tree, a bag of compost (Coast of Maine Penobscot) and a 2-oz. bottle of Superthrive. Save 10% on the whole package. About 95% of the customers 'get it' and appreciate it. We also bundle amendments and bagged mulches: Buy five mix-and-match and save 10%. It's a no-brainer in the spring when folks are topping off their raised beds and top dressing perennial and shrub beds."

To see more no-brainer moneymaker ideas, refer back to the May issue of Green Profit, or visit www.ballpublishing.com to see a digital edition of the May issue. If you've got one you'd like to share, email it to me at ewell@ballpublishing.com. **GP**