



Expand & Extend Your Selling Seasons

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halleck horticultural

THE ART & SCIENCE OF CULTIVATING YOUR GREEN THUMB™



Many IGCs are looking
for ways to break out
of
standard seasonal
cycles and drive new
business...

Pushing ahead of, or
creating, new trends
that inspire existing
& new customers to
try new plants and
use your perennials?



- 
- **Pre-Sell the Season Early**
 - **Extend the Season Late**
 - **Expand the Peak Seasons**
 - **Increase Average Sale**
 - **Drive Foot Traffic During Slower Times**

Peak Season: Spring

Transition Season

Transition Season

JUMP START

EXTEND

**Shoulder crops
Education
Events
Services**

**Shoulder crops
Education
Events
Services**

MARCH

MAY

EXPAND

Hours
Events
Average Sale
Staff
Inventory



SEASON EXPANDERS & EXTENDERS

Study, then Sell.



Define Your Key Selling Seasons

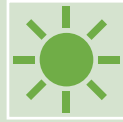


How Many Key Selling Seasons Do You Have?

Ex. garden centers in the Dallas, TX area:

- Winterish: Mid-December through early February.
- Early Spring: Early February through Early/Mid-March
- SPRING: Early/Mid-March through May.
- Early Summer: June
- Inferno of Death (I mean Summer): July-August
- FALL: Mid-September through Mid-November
- Holiday: Mid-November through Mid-December

SEASON



WEATHER



EVENTS



CUSTOMER BEHAVIOR



CLASSES




SELLING WINDOW

**Are you buying
specifically for
each key and
niche season?**



Shoulder crops &
early- or late –
bloomers...even
dormant
perennials, can
extend your
seasons.





Make every season just as
exciting as “spring”!

If you aren't excited about
all your seasons, why
should your customers be
excited?

- Fearless buying
- Keen inventory management
- Savvy marketing



Customer Identity

WHO
THEY
ARE:

WHAT THEY
WANT?

Empathy Marketing (& Buying)

- Understand how customers define themselves.
- Understand your customer's pain points.
- How your product or service can solve them.
- Going the extra mile to create exceptional experiences.
- Forecast customer trends.



Customer Identity



**MY
PRECIOUS**

**BOY, if only I
could order
more
Monstera
ONLINE**



COLLECT + CULTIVATE + CONNECT



GROW

PROFITS



Back to that seasonal buying calendar...

**When do they want
what they want...**

and will you have it?



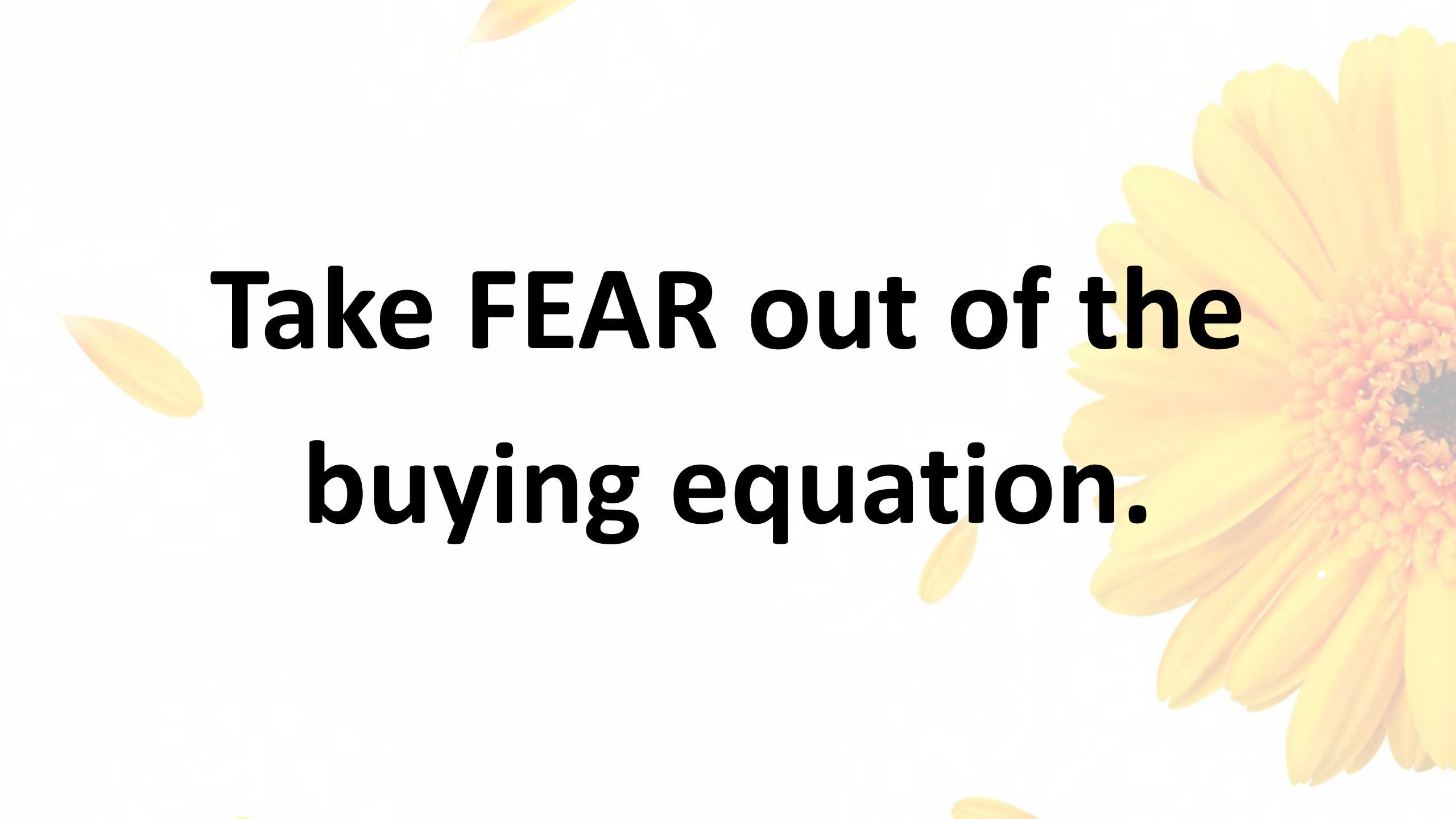
**Are You Afraid
to Buy?**

Scared of getting stuck
with unsold inventory...



I GET IT

**BUT, you can't sell
what you *don't have*.**



**Take FEAR out of the
buying equation.**

FEELINGS VS. DATA

Gut feelings and anecdotal observations

DATA: you might be surprised by what is or isn't selling as well as you thought.

A large yellow daisy flower is positioned on the right side of the image, with several yellow petals scattered around it. The background is white.

**How many use
Open-to-Buy System?**

The Open-To-Buy Formula by Month

Planned Budgeted Sales

+ Planned Markdowns/ slippage (target mark-in margin and typical net margin projected)

+ Planned End of Month Inventory

- Planned Beginning of Month Inventory

= Available purchasing budget

Update weekly with actual sales and mark downs

Refine Buying with GOALS



Pre-promote these
items in advance of the
season.



**WHICH
DEPARTMENT
OR
CATEGORY
\$\$\$**

A top-down view of a desk with a wooden surface. In the upper left, a portion of a white keyboard is visible. Below it lies a green pen and a silver pen. In the upper center, a small potted plant with green leaves sits in a dark pot. To the right, a tablet with a black screen is partially visible. The background is dimly lit, emphasizing the text in the foreground.

Increasing INVENTORY TURNS
is key to improving bottom line
profits.

Slow Turns

- Increase Profits \$\$
- Same Sq. Ft. Space
- + Inventory turns/time
- + Mark-in margin

**Too
slow to
react...**



**Dump &
Reorder
*FASTER***



Identify the slowest turning items for each key selling season.

Dump 'em!



Best Sellers vs. Commodities

**Don't help you command
larger margins.**

PRICING



**IF ONLY THEY'D
KNOWN WHAT I
WOULD HAVE PAID
FOR THIS!**

A smiling woman with curly hair, wearing a dark blue plaid shirt, is holding a small potted plant with white flowers. The background is a soft-focus green field. The text is overlaid on the image in white, bold, sans-serif font.

Focus on SERVICES during off/shoulder seasons.

- **Design Services**
- **Pre-spring garden planning**
- **Pre-spring order building**
- **CLASSES/WORKSHOPS**

Be their Garden Concierge...

PRE-SELL





What can you pre-sell?

**Anything you can and
are willing to pre-book
and pre-promote**

PRE-SELL TULIPS

VERNALIZATION: PLANT EVERY DECEMBER

CUSTOMERS SEE TULIP BLOOMS IN SPRING

PRE-BOOK OUR BULBS ORDER IN SPRING

CREATE PRE-SALE CATALOG FOR BULBS

CUSTOMERS PRE-ORDER IN SPRING FOR FALL PICKUP

SUBSCRIPTIONS

Plants

Compost

Mulch

Classes





COMMUNICATE

Pre-Promote The Season Year-Round



**CUSTOMERS
NEED
ADVANCE
NOTICE**

Instagram

- YOUR **AUDIENCE**
- YOUR **THEME**
- YOUR **STYLE**
- YOUR **CONTENT**

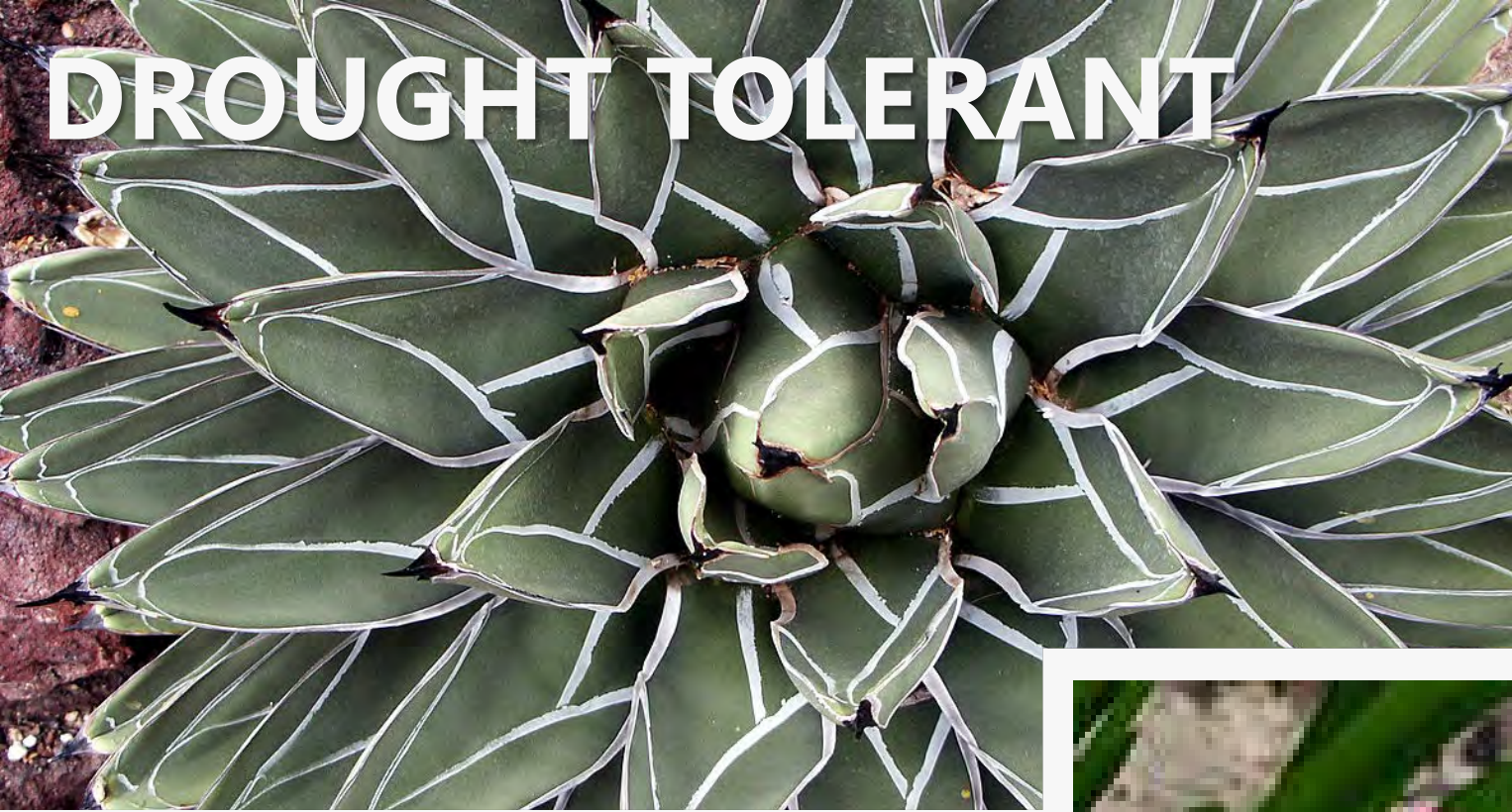
- **Grow Your Fans**





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DROUGHT TOLERANT



WET/DRY

DRY SHADE



WET

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A close-up photograph of a purple grass seed head, likely a species of Amelanchier or a similar ornamental grass. The seed head is elongated and cylindrical, with numerous small, light purple flowers or seed heads clustered together. The background is a soft, out-of-focus brownish-gold color, suggesting a natural outdoor setting. The overall image has a warm, natural feel.

INFORMAL SPACES

Ornamental grasses & natives are taking the place of high-maintenance specimens for a more natural feel.

A vibrant field of purple and yellow flowers, likely a prairie or meadow, with a text overlay in a black rounded rectangle. The flowers are in various stages of bloom, and the background is a soft-focus green and yellow.

MINI URBAN PRAIRIES & HABITATS



POLLINATORS & WILDLIFE



**BLUE
FLOWERS**

LIVING WITH PLANTS





FOLIAGE RULES

**WE SPEND
MOST OF
OUR TIME
INDOORS**



PERENNIALS AS HOUSEPLANTS

REPURPOSE YOUR PLANTS

INDOOR GROWING



PERENNIALS IN CONTAINERS





**GROUNDCOVERS AS
LAWN REPLACERS**



REBLOOMING PERENNIALS

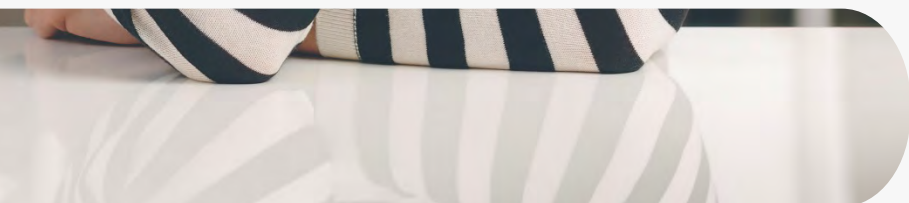
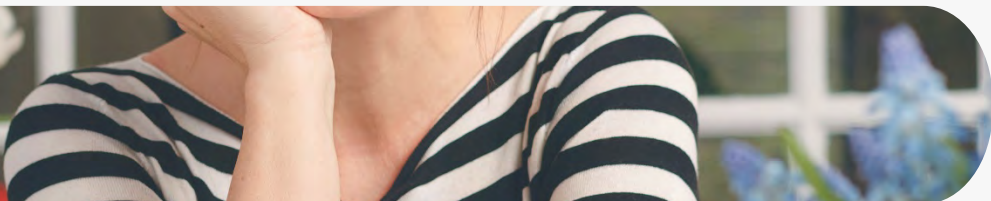
**FALL
BLOOMERS**

**FALL
PLANTING**





**D
R
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V
E**



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