



Lawn and Garden Merchandising Tips

LESSON OBJECTIVE: Review some of the basic best practices of creating and maintaining effective displays in the lawn and garden department.

ESTIMATED COMPLETION TIME: Approximately 5 minutes for the PowerPoint. Use the Additional Discussion section to spend more time on this topic.

HOW TO USE: The lesson includes a PowerPoint presentation. The trainer's notes will offer notes for each slide, but you may elaborate on each as much as you wish.

Slide 1

Introduction: Depending on the time of the year, the lawn and garden department can be a very busy place. With a lot of customers shopping this area, it's important that we keep all of our displays neat and organized. It will also be helpful if you understand some of the techniques we use to merchandise lawn and garden products. Today, we're going to review some of those techniques and talk about some of the ways you can help keep this area looking good.

Slide 2

There are a couple of different types of products in lawn and garden. Core items are those we sell all year, such as tools. Seasonal items are those we typically sell only at certain times of the year, such as lawn fertilizers. For these seasonal items, we want to promote them heavily so we can move them quickly. We usually merchandise these seasonal items in highly visible locations. Endcaps and stack displays in the power aisle of the store are places where we usually put seasonal items like bagged goods.

Slide 3

When merchandising lawn and garden tools, it's best to organize them first by type of tool, then by quality. For example, we put all of the shovels together. Then within that group of shovels, we use a good-better-best strategy. We put the top-quality tools first, so the customer will see these first as they are coming down the aisle.

Slide 4

We always want to be on the lookout for ways to cross merchandise in this category. Cross merchandising leads to impulse sales and it also reminds customers of items they may have forgotten to put on their list. For example, we might put garden gloves next to the garden tools, since gloves are a great add-on to any tool sale.

Slide 5

It's a good idea to combine items that are often used together. As an example, we might put garden hoses by hose reels or sprinklers.

Slide 6

Other products such as chemicals we might group together by end use. This helps organize the department. For example, we'll put all of the herbicides together, then all of the pesticides, etc. Since many of these items come in different sizes, we'll put the larger sizes, such as the gallons, on the bottom shelf. Sprayers and refills go on the middle shelves at eye level, and smaller sizes go on top.

Slide 7

When we're selling larger items such as lawn mowers or wheelbarrows, it's best to show them out of the box and assembled. Customers want to see and touch them. Customers will likely also want to buy these larger items assembled so they don't have to do it themselves. This is something that separates us from our big-box competitors, as many of them just sell the item in the box. We also look for ways to cross merchandise near larger lawn equipment. For example, we put two-cycle oil and gas cans near the lawn mowers.



Slide 8

Since the lawn and garden area can get busy during the spring and summer, it's important that we are attentive to the displays so they stay neat and organized. Here are some steps we can all take.

- Keep stacks organized. We'll have a lot of customers picking up bagged items such as lawn feed and grass seed from pallet displays. These can get messy easily. Keep the bags neatly stacked.
- Keep stacks full. Since a lot of that seasonal merchandise is highly visible, keep those displays of bagged goods in the power aisle full. We want customers to be confident that we are fully stocked with everything they need.
- Remove damaged packages. If a bag of fertilizer or grass seed accidentally gets torn, remove that bag from the display and clean up the spill as soon as you can.
- Keep aisles clear. As you are restocking shelves and trying to wait on customers, it might be easy to leave empty boxes in the aisle. Always clear out boxes you are not using from the aisle. Also look for merchandise that may be hanging into the aisle and could cause a customer to trip. Keeping the aisle clear not only looks good, but it is safer for customers.
- Keep long-handled tools orderly. It's easy for some items to get disorganized even after a few customers have shopped there. One good example is the long-handled tools. Look for tools that have been taken off the rack but not returned, or for handles that are hanging crooked to the other handles. Make sure all tools are straight and orderly. Do the same for tomato cages or plant stakes.

CLOSING COMMENTS: These are a few of the steps we can take to keep our lawn and garden department a better place to shop. By using good merchandising techniques, we make it easier for customers to get what they need and we make our store more profitable.

FOR FURTHER DISCUSSION:

- If your store has a greenhouse with live goods, you can discuss the additional merchandising and maintenance that goes into that category.
- What are some of the other ways you've helped maintain a clean department during the busy spring selling season?

ADDITIONAL TRAINING: For a refresher on lawn and garden product knowledge, employees can take the Lawn and Garden department of the Basic Training Course in Hardware Retailing. It is available to NHPA members at www.yournhpa.org.