

# BAILEY

GROWING WHAT'S NEXT™



## Curbside Garden Store Tips

If one thing is for certain, retail garden business this spring is as unique as ever. You may be wrestling with how to successfully set up curbside pickup, and if so, here are a few tips to make sure your customers and employees have a great experience!

### OPERATIONAL TIPS

**PLAN AHEAD.** Do you have the right layout for a curbside operation? Plan your traffic patterns so that it does not disrupt those who want to come in and shop in-store. Use signage to direct customers to navigate your parking lot and store to maintain safe distances.

**SAFETY.** Keep your employees (and your customers) safe. Make sure they are outfitted with personal protective equipment (PPE) such as masks and gloves. Have plenty of cleaner, wipes, and hand sanitizer on hand. Make sure everyone is maintaining proper social distancing at all times.

**PARKING & PICKUP.** Convenience is the name of the game. Have a plan in place for customers that have called in or ordered online in advance vs. those who choose to shop curbside from their vehicle. Have designated parking for order pickups so that staff will be able to locate cars quickly and easily as soon as they pull in.

**SCHEDULING.** Create deadlines for same-day orders, and designate pickup times for product that has been paid for. This sets customer expectations, creates efficient workflows, and limits product being left outside.

**STAFFING.** Make sure you have adequate staff on hand to service customers through your curbside store as well as if they were shopping in the garden center. Designate who is covering outside just as you would assign staff to cover any department.

**PERSONAL SHOPPERS.** If possible, load the customer selections onto a cart as they are moving along the curbside store. Use this opportunity to engage with them and talk about the beautiful products on display!

**MOBILE CHECKOUT.** Everyone has different Point-of-Sale systems. Try and make your checkout process as contactless as possible. If customers have called their order in advance, take payment over the phone or online to limit contact. Otherwise, have a chip-reader so you can take credit cards outside without customers needing to leave their vehicles.

## OPERATIONAL TIPS continued...

**LOADING.** Be prepared for a couple of scenarios. Some customers may want you to load their vehicles while they are in them. Decide if this is a practice you and your employees are comfortable with. There is nothing wrong with leaving their carts at the end of the checkout for self-loading. Provide sanitizer and wipes for customer use and a way to dispose of them.

## MERCHANDISING TIPS

**LAYOUT.** Along with the added convenience, make sure your curbside store is laid out in a logical order. Think of it as a well-organized buffet line. Put your annual color out first for inspiration. Have perennials, shrubs, and even an assortment of trees (especially fruit trees) organized on racks or movable tables and pallets. You don't have to bring the entire selection outside, just key seasonal items that are typically in demand based on historical sales data. At the end of the buffet line, organize a selection of soils and mulches near checkout.

**ORGANIZATION.** Organize your green goods by how people use them. Seasonal color (annuals), sun perennials, shade perennials, spring-flowering shrubs, summer flowering shrubs, privacy/hedging plants, pollinators, etc.

**SIGNAGE, SIGNAGE, SIGNAGE!** Make sure to plan out your signage outside the store just as you would in-store. Call attention to special products like Endless Summer® Summer Crush®. Use vertical carts or racks that are mobile. They make adding a sign simple and are easy to swap out with something else as the product sells down.

**KEEP IT CLEAN!** Your curbside store is a reflection of your brand. Make it just as beautiful as your in-store experience so your customers leave delighted, and come back for more.

## Finally.....

Use this opportunity to build a bond with your customers just as you normally would. Thank them for shopping your curbside pickup, and offer them incentives to return – loyalty club signups, offers for deals the following month, a discount offer for referring a friend or neighbor. Whatever works best for you!

