

Sell the Dream

Wednesday, January 18th
2012 Green & Growin' Show
Greensboro, North Carolina
Presented by Pam Beck

This lecture is dedicated in the memory of

William Glenn Stoffregen

of Homewood Nursery, Raleigh, NC

July 17, 1961 - January 9, 2011

In my garden there is a large place for sentiment. My garden of flowers is also my garden of thoughts and dreams. The thoughts grow as freely as the flowers, and the dreams are as beautiful.

--Abram L. Urban

Courtesy of Garden Writers Association Foundation, Garden Trends
Research Report, September 2011 Survey

"The most noteworthy thing about gardeners is that they are always optimistic, always enterprising, and never satisfied. They always look forward to doing better than they have ever done before."

-- Vita Sackville-West
1892-1962

GOOD NEWS –

According to the 2010 Census, North Carolina's population is about 9.5 million people, an 18.5% increase since 2000.

“...As proof that it takes more than sunshine and souped-up golf carts to keep retirees happy, Florida took only one spot in a 2010 CNN list of their Top 25 best places to retire.”

**The number one spot was
Durham, North Carolina**

Because “Nothing could be finer...”

The majority of American consumers (70%) have some form of a lawn or garden.

Courtesy of Garden Writers Association Foundation, Garden Trends Research Report, September 2011 Survey

So, theoretically, our 6.65 million potential customers residing in North Carolina spending an average of \$530 per person in 2012 would equal

\$ 3,524,500,000.00

“Let your hook be always cast; in the pool where you least expect it, there will be a fish.”

Ovid, Roman poet (43 BC - 17 AD)

Who will be your
2012 customer?

GWA Survey stats for your potential customers

- 58% are married
- 65% are not a parent of any children under the age of 18 living in the household...
- 73% have pursued higher education:
(26% have had some college, 25% have a college degree, 5% took grad courses, and 17% have at least one post grad degree)
- 34% have a household income of \$50,000 or greater, with 16% being over \$100,000

The Disrupters: Forces Driving Change in 2011

By [Jennifer Wang and Kara Ohngren](#), [Entrepreneur Magazine](#)
- [December 2010](#), www.entrepreneur.com/trends/index.html

Baby Boomers –

“The 76 million-strong demographic is making headlines for providing a slew of market opportunities.”

"Because one of nature's
strongest forces
is a network of mothers. "

-EcoMom Alliance Founder, Kimberly Danek Pinkson

Mother knows best ...

EcoFocus Worldwide, a marketing research consultant, estimates that "the EcoAware Moms market includes more than 50 million women, 69% of [all] moms, and has more than \$1.5 trillion in buying power."

The Rising Power of Eco-Moms

by Dominique Browning

**What will your customers
want in 2012 ?**

Consumers who have a lawn or garden rated their current interests:

- Food Gardening (59%)
 - Native plants (41%)
- Earth Friendly Gardening (49%)
 - Organic Gardening (40%)
- Web-based gardening information (25%)
 - Garden Blogs (8%)

**53% of Americans now grow
vegetables in their gardens**

Courtesy of Garden Writers Association Fall 2011 Survey

More Interesting Data

- Households doing vegetable gardening were highest in the South and lowest in the West.
- Vegetable gardening was also highest with the 25-44 age group and lowest with the 18- 24 age group.
- First-time edibles gardeners came mostly from the South and least from the Northeast.
- The more experienced edibles gardeners came mostly from the South and least from the West.
- Using the Internet for gardening information was most popular in the South and least popular in the Northeast.

Definition of foodie aka epicure:
a person devoted to refined sensuous
enjoyment (especially good food and drink)

wordnetweb.princeton.edu/perl/webwn

Sell vegetables, herbs, and fruits

Sell heirlooms

Sell edible ornaments

Sell companion flowers to
beautify the veggie garden

Sell accessories created for
successful vegetable gardening

Sell the beauty of Native plants

American Yellowwood, *Cladrastis kentukea*, and Crossvine, *Bignonia capreolata*

Sell hardiness and desirability

- **Quote from Mike Dirr's Manual of Woody Landscape Plants about Yellowwood**

...30-50' in height with a spread of 40 to 55'...Zone 4 to 8...tolerates high pH soils as well as acid situations, native on limestone cliffs and ridges; full sun....

Excellent tree for flowers and foliage; the medium size and spreading habit make it a choice shade tree for smaller properties...another Dirr favorite that I cherish more with each passing year...brings great presence to the garden because of the rich green foliage, surprisingly beautiful yellow fall color, and winter bark...

Sell both story and emotion

- Quote from Mike Dirr's Manual of Woody Landscape Plants about this Crossvine

'Jekyll' – Enjoy riding my bike particularly on Jekyll Island [GA] and on a late March day in 1993 a handsome orange-flowered form was in full glory, needless to state the bicycle careened into the vegetation, the body was flying, the senses tingling, and the plant worth the bodily damage, no lawsuits were filed ...

Consumers spent the most money on their lawns and grass, followed by fruit and vegetables, and annual flowers...

Sell unique Plants

Sell Weird

“Just as white looks brighter if there’s a spot of black nearby, so too is beauty enhanced by a touch of vulgarity. I heartily recommend Larry Mellichamp and Paula Gross’s **BIZARRE BOTANICALS: How to Grow String-of-Hearts, Jack-in-the-Pulpit, Panda Ginger, and Other Weird and Wonderful Plants** (Timber Press, \$24.95), which comes complete with seductive photographs and a lighthearted but substantive text. Many of these zany marvels are better suited to greenhouses, so don’t get carried away. You can’t invite polite company to tea if you stuff your conservatory with *Amorphophallus titanum*.”

DOMINIQUE BROWNING’s Garden Book Review, The New York Times,
December 3, 2010

Sell Earth-friendly products

According to the recent National Gardening Association's Lawn & Garden Survey, 9 out of 10 households want to manage their lawns and gardens in an environmentally-friendly way.

“Consumers are turning to all-natural repellents to keep unwanted pests from mowing down lawns and valuable plants.”

<http://www.gardenmediagroup.com/pressroom/GMGtrends11.pdf>

GMG's Top 2011 Garden Trends: Gardening with a Purpose

<http://www.gardenmediagroup.com/pressroom/GMGtrends11.pdf>

- Gardening with a purpose.
- Eco-scaping
- Edible ornamentals
- Sustainable containers
- Succulents
- Indoor Gardening
- Growing up
- Urban Farming
- New Urbanism

Sell
products
that support
Gardening
with a
purpose

March, 1970

“We had trouble wrapping our heads around saving the rain forests,” she said, “but we clearly can wrap our arms around saving our own backyards. Digging and planting gardens brings awareness that we’re all earth’s caretakers... transforming yards, gardens, rooftops and even urban alleys into green and productive spaces, knowing they are making a positive impact.”

[Garden with a Purpose: Trends for 2011](http://blog.gardenmediagroup.com/2010/12/garden-with-purpose-trends-for-2011.html) Yale Youngblood, Editor of Garden Center Magazine, quoting Susan McCoy with Garden Media Group blog.gardenmediagroup.com/2010/12/garden-with-purpose-trends-for-2011.html

Sell nostalgia
through
frugality and
conscious
consuming

General Mills again resurrects vintage packaging for five cereals

“The goal is to tap into consumers' desire for nostalgia, which is big nowadays, and particularly so in a tough economy.”

According to NRF's [National Retail Federation www.nrf.com] 2011 Halloween Consumer Intentions and Actions Survey conducted by BIGresearch, seven in 10 Americans (68.6%) plan to celebrate Halloween, up from 63.8 percent last year and the most in NRF's nine-year survey history.

Those celebrating are expected to spend slightly more too; the average person will shell out \$72.31 on decorations, costumes and candy, up from \$66.28 last year.

Total Halloween spending is expected to reach \$6.86 billion.

Sell local grown

Abelia 'Kaleidoscope' selected by Panoramic Farms, Marshville, NC

Community involvement important across demographic lines

“An overwhelming majority of Americans say it's important for them to be involved in their community amid concern that technological gadgets and harried schedules are fraying human connections, a new USA TODAY/Gallup poll shows.”

content.usatoday.com/news/americanwants/index

**Sell a strong presence
in your local community**

Sell new urbanism

Eco-scaping is an innovative process of building and rebuilding based on nature, sustainable development and human aesthetics. — Wikipedia definition

**Sell
sustainable
containers**

Sell succulents

Sell indoor
gardening
that can
move
outdoors,
too

Growing up is more than
vertical walls

Sell Fragrance at nose level

Orange Tea Olive,
Osmanthus fragrans
aurantiacus

“Flowers appear over
such a great time
frame and are so
fragrant that to not
try the plant is to
cheat one’s garden”

Dirr’s, page 689

Sell Color!

Sell more Color!!!

Sell ideas, not merchandise

Provide your
women
customers
with
cleanliness,
control,
safety, and
consideration.

Sell the importance of consideration to your employees

- “The habit of being uniformly considerate toward others will bring increased happiness to you!”
- GREENVILLE KLEISER
- “Being considerate of others will take you further in life than a college degree.”
- MARIAN WRIGHT EDELMAN

Recognize your loyal customers

“Here are two statistics that will reinforce your concerns in keeping your customers.

It costs anywhere from 5 to 8 times more to gain a new customer as opposed to retaining your customers. When you consider the cost of sales people, advertising, Internet marketing, etc. to attract new customers this becomes obvious.

68% of customers will stop using your services or fail to return if they feel unappreciated. This is the number one reason businesses lose customers.

Based upon these two statistics, it is obvious your business needs to place as strong an emphasis on keeping existing customers as it does on gaining new ones.”

Read more: [Five Ways to Get Repeat Business](#)

Chris Philippi for ZeroMillion.com

Your most valuable connection for
establishing customer loyalty is still
your enthusiastic Employees

“The top 25 magazines continue to reach a wider audience than the top 25 prime-time TV shows. And... readers spend an average of 43 minutes per issue.”

edible PIEDMONT

2011 James Beard Foundation Publication of the Year

- **DEMOGRAPHIC** (Based on Edible Communities survey.)
- 51% are **women**, 49% are **men**
- Kids read our magazine, but most of our readers are between **25–86 years old**
- Each copy of the magazine is shared with an average of **3.5 people**
- Average household income is **\$115,000**
- 84% are **college graduates**
- 81% are **professionals, educators, entrepreneurs**
- Travel for pleasure an average of 14 days per year
- When planning a trip, 76% make a **restaurant reservation** before they make a hotel reservation
- Our readers regularly **drink wine**, visit **farmstands** and purchase **artisanal foods**

www.ediblepiedmont.com

Carolina Country is a monthly consumer magazine reaching more than 650,000 families, farms and businesses in North Carolina. Published continuously since 1946, **Carolina Country** is distributed by subscription to members of North Carolina's electric cooperatives. Our readership is 1.5 million. The magazine has the largest circulation of any audited North Carolina publication. (Audit Bureau of Circulations)

www.carolinacountry.com

Remember that you aren't really selling your products or services

Customers are simply looking for a solution for a perceived problem, and they are looking for that solution at your place of business because of YOU.

What can Green Industry retailers do in 2012 to “Sell the Dream”

- Improve community relations – with each other and your customers
- Advertise your local connections and green efforts
- Pursue alternative ways of reminding your customers that you are here for them
- Host special events, surprise sales, and customer appreciation days

George Eastman, the founder of Kodak, summed up the company's enormously successful marketing strategy in a few words: 'Kodak doesn't sell film, it sells memories.'

Kodak advertising poster, c1925

Credit: National Museum of Photography,
Film & Television/Science & Society Picture
Library

THANK YOU

- Starting next Monday, January 30th, you can view the related website information and quotes from this lecture by visiting www.pambeckgardens.com home page and clicking on “Sell the Dream” at the bottom of the left sidebar