

GARDEN CENTRE INSPECTION PROGRAM



CANADANURSERY.COM

SELLING TOOLS

SEEDS FOR IMPROVED SALES & PROFITS

“Eve’s professionalism and eye for detail did a phenomenal job in bringing new ideas forward for the benefit of our retail operation.” - Blomidon Nurseries, NS

YOUR CONSULTANT:
EVE TIGWELL

Why take part?



Focus on Profitability

Let’s face it: there are plenty of ways to invest in your business, but not all of them will contribute to the bottom line. The garden centre inspection program focuses on short and long-term solutions that will encourage greater sales and repeat business, and enhance your team’s ability to serve customers.

Renew Your Outlook

Every garden retailer knows his or her store inside out. But over time, we can become blind to our shops’ everyday state of maintenance, merchandising and tidiness. Are those jobs, on the bottom of your to-do list, leaving a negative impression on your customers? Are you losing sales because of it? A garden centre inspector can help you notice the “little things” that make a massive difference to your store’s image.

Get Global Insights

CNLA hires garden centre consultants who take the time to learn what’s hot and happening in different markets around the world. Take advantage of the inspection program, and learn about global trends, cutting-edge display and sales tactics, and gain insights that have propelled both developing and mature garden industry forward, all over the globe.

WHAT IS A GARDEN CENTRE INSPECTION?

The Garden Centre Inspection Program, developed in the United Kingdom, is designed to offer a critical, third-party look at all aspects of your garden centre’s operations. The result is a step-by step work plan for making improvements that add to your business’ bottom line immediately.

During an inspection, the garden centre consultant spends three to four hours at your store, initially taking photos, making notes, and scoring your centre on everything from its curb appeal, signage, parking, washrooms, check-out areas, product mix and selection, customer service points,

store safety, and more. Afterward, the consultant meets with the management team (and any additional staff you wish to have present) to go over points of interest: what works, what doesn’t, and solutions for problem areas. The consultative session will last about two hours.

A complete report is also provided. Each participating garden centre is supplied with a photo library and detailed assessment of every aspect of the store. The report provides the to-do list that your team can work on over time to enhance your store’s image, reputation, and above all, its bottom line.

OTHER OPTIONS FOR CONSULTATION

Half Day Inspection

This is the standard time slot offered by CNLA's Garden Centres Canada, and it includes approximately two hours of inspection plus two hours of consultation. The half-day inspection provides a holistic assessment of your garden centre. Book by January 31, 2012 for best rates. Fees non-refundable due to international travel bookings; taxes not included.

Before January 31	\$875.00
After January 31	\$975.00
Non-member rate	\$1150.00
Non-member after Jan 31	\$1250.00

Redesign & Merchandising

Eve Tigwell, through Garden Centres Canada, offers a variety of additional consultative services, including:

- Re-design all or part of your site
- Improve your customer flow
- Choosing the best fixtures & fittings
- Select ranges and products for profit
- Merchandise for profit
- Hot spot management
- Signage that makes money

Please inquire for pricing appropriate to your needs.

Full Day Inspection

Ideal for larger stores, those with significant changes or renovations planned, or for new and next-generation management teams! Includes approximately two hours of inspection; the remainder of your day is available for whatever type of consultation you require. Also ideal if you wish to have a presentation with Q&A delivered to a wider staff audience. Be prepared with a list of your questions and plans! Book by January 31, 2012 for best rates. Fees non-refundable due to international travel bookings; taxes not included.

Before January 31	\$1750.00
After January 31	\$1950.00
Non-member rate	\$2300.00
Non-member after Jan 31	\$2500.00

Team Training

Ensure your whole team benefits. Courses are focussed to your needs and provide practical information: topics range from profitable retail management for your senior employees, to merchandising, customer care, and selling.

Please inquire about pricing through Garden Centres Canada.



Eve Tigwell, Consultant

“Eve Tigwell was very thorough and accomplished so much in the allotted time. She gave us a very detailed consult, which was very informative, constructive and positive. We thoroughly enjoyed Eve and cannot thank her enough for the experience—she gave us many ideas for improvement and growth.”

- Sharon Lyons, Lyons Garden Centre and Landscaping Ltd., BC

Why take part?

Improve Morale

Having a target, with realistic, measurable, and attainable results, is a great way to boost your team's morale, and effectiveness. Using an outside consultant also encourages staff members to pay greater heed, better understand methods and psychology of selling, and have confidence in what their work contributes to and is intended to accomplish.

Your inspection report can easily be turned into a timeline of important goals; use the achievement of those goals to celebrate and reward your team's hard work and efforts.

Brainstorm Benefits

It's likely that you have your own lengthy list of adjustments you want to make in your garden centre. Perhaps you haven't had time or revenues to implement those adjustments, or maybe you aren't certain about the direction to go. Having a garden centre inspection can confirm what you already think, and offer helpful advice and alternatives for your plans.

Make the best use of your consultative session, and have a list of your plans for the store handy, and take the time to bounce them off a person who has seen thousands of examples, including the world's very best.

Find out more...

To learn more about CNLA's Garden Centre Inspection Program, or to register, contact:

Renata Triveri, Retail Priorities Manager
CNLA's Garden Centres Canada

Tel: 1 888-446-3499 ext. 8730

Fax: 1 866-833-8603

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www.canadanursery.com

Garden Centre Inspection Program Registration Form



Terms & conditions Receipt of your registration form will be confirmed via email; however, your inspection or consultation date will only be guaranteed once CNLA has received enough participants to ensure travel costs can be spread economically among all registrants. Due to the extensive advance travel planning required for this program, there will be no refunds unless CNLA cancels your session. Detailed reports and photo libraries will be provided for “inspection” clients only. The consultant may be accompanied by a trainee. You may be informed of additional terms and conditions as inspection scheduling is arranged. A signed registration form implies acceptance of these terms and conditions.

Company		Contact						
Physical address								
City			Province			PC		
Mailing address								
Tel		Fax		Email				
I am a member of (circle):	BCLNA	LANTA	SNLA	LM	LOHTA	LNL	LNBHTA	LNSHTA

Consultancy option	Price	Extended
Half day inspection - members, before January 31	\$875.00	
Half day inspection - members, after January 31	\$975.00	
Half day inspection - non-members, before January 31	\$1150.00	
Half day inspection - non-members, after January 31	\$1250.00	
Full day inspection - members, before January 31	\$1750.00	
Full day inspection - members, after January 31	\$1950.00	
Full day inspection - non-members, before January 31	\$2300.00	
Full day inspection - non-members, after January 31	\$2500.00	
Other		
Visa/MC No.	HST/GST (GST # 12144 4129)	
Expiry date	Total	

Signature _____

Date _____

*Cheques are payable to Canadian Nursery Landscape Association, c/o 7856 Fifth Line South, Milton ON L9T 2X8
Fax your registration form to 1-905-875-1840 or 1-866-833-8603. Registration deadline: April 28, 2012.*