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Raise your Invisible Ceiling  
for **GROWTH!**

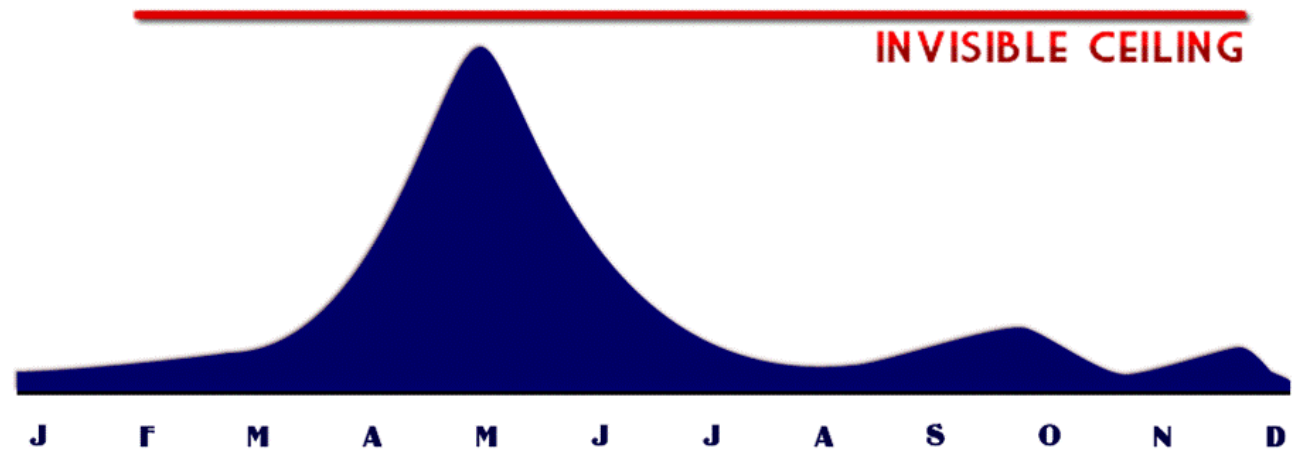
Sid Raisch  
Horticultural Advantage

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# Seasonal Sales Curve

Like a  
Glass  
Ceiling...

## SEASONAL SALES CURVE



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**ADVANTAGE**  
DEVELOPMENT SYSTEM

POWER TO THE SMALL BUSINESS!

# What would happen if...

**you could raise your ceiling?**

Do you have the market capacity?

Do you have the physical capacity?

**GROWTH**  
happens for  
some, and not  
for others.

**Why?**

**How?**

—

—  
**Growth comes from  
growing.**

**How do you need to grow,  
so you grow?**

# 1. Begin at the end

**The quickest way to growth is to speed things up. Velocity of turns - includes the parking lot. What causes delay?**

Work backwards from when the customer starts to leave. What takes so long anyway?

- **Complicated? Streamline!**  
Eliminate speed bumps.
- **Slow process? Speed it up!**  
We have little patience.
- **Long line? Make it short!**  
We are in a hurry.

# Add a register! Or two?

(When and where you need them.)

## Tip

Bust A Line - If you don't have a handheld Line-Buster device, create a "Crash Cart" register you can roll into action!

## 2. Gridlock?

**FREE Your Customers!**

**FREE Your People!**

Can people actually get through your aisles, when there are two or more of them?

→ **Most Valuable Space!**

Has nothing in it because that's where the customers go.

→ **Less is More!**

Fewer choices means faster flow.



# Make Way!

**Go Deep & High**  
Vertical  
merchandise best  
sellers for better  
customer access.



## 2. Add-Ons!

Get things in order. :

- **Product Sequence**  
"Drag 'em through the garden."
- Put categories in sensible order.



## Spring Setup.

The product is marketing itself along the way to the checkout.

Sell it there, and at the checkout.

## Context

People don't buy what they don't think they need.

When they've invested in plants, maybe it makes more sense to invest in the things to grow them?



### 3. Cart : Car

People can't buy what they can't carry :

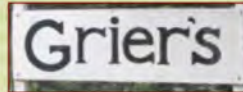
→ **A cart for every car**

Retail Rule of Thumb 120% carts to parking spaces.

→ **BIG carts hold more**

Fix the paving.

## CHARIOTS **FLIP & SLIDE**<sup>®</sup> CARTS



“This year our sales are up over 20%. The reason: our customers are loading more onto our new



***Flip & Slide***<sup>®</sup>  
***carts.***”

**Justin Burkins**  
Grier's Greenhouses

*The Flip & Slide long shelf cart from Derco:  
designed to guarantee increased sales...*



Who does  
**THIS** cart  
belong to?

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## 4. Park It!

Customers don't come where they can't.

→ **Control the experience**

Directed parking is more parking.

Church growth stops at 60% full.



1. Will I find a **space**?
2. Will I have to **fight a crowd**?
3. Will I get a **cart**?
4. **Will I find what I want?**
5. What was I **thinking?**



## Line 'em up!

We are cultured to park inside the lines.

Gravel can be striped.



Stripe the  
gravel.

Yes, it will  
get messed  
up. Paint it  
again.



## 5. Marketing!

Think Strategically – when can you handle more people better?

→ **Early Birds – Before Peak**

Same customer earlier.

→ **Night Owls – After Peak**

Same customer later.

The EARLY  
BIRD gets  
the WORM!



## 6. Price Optimize!

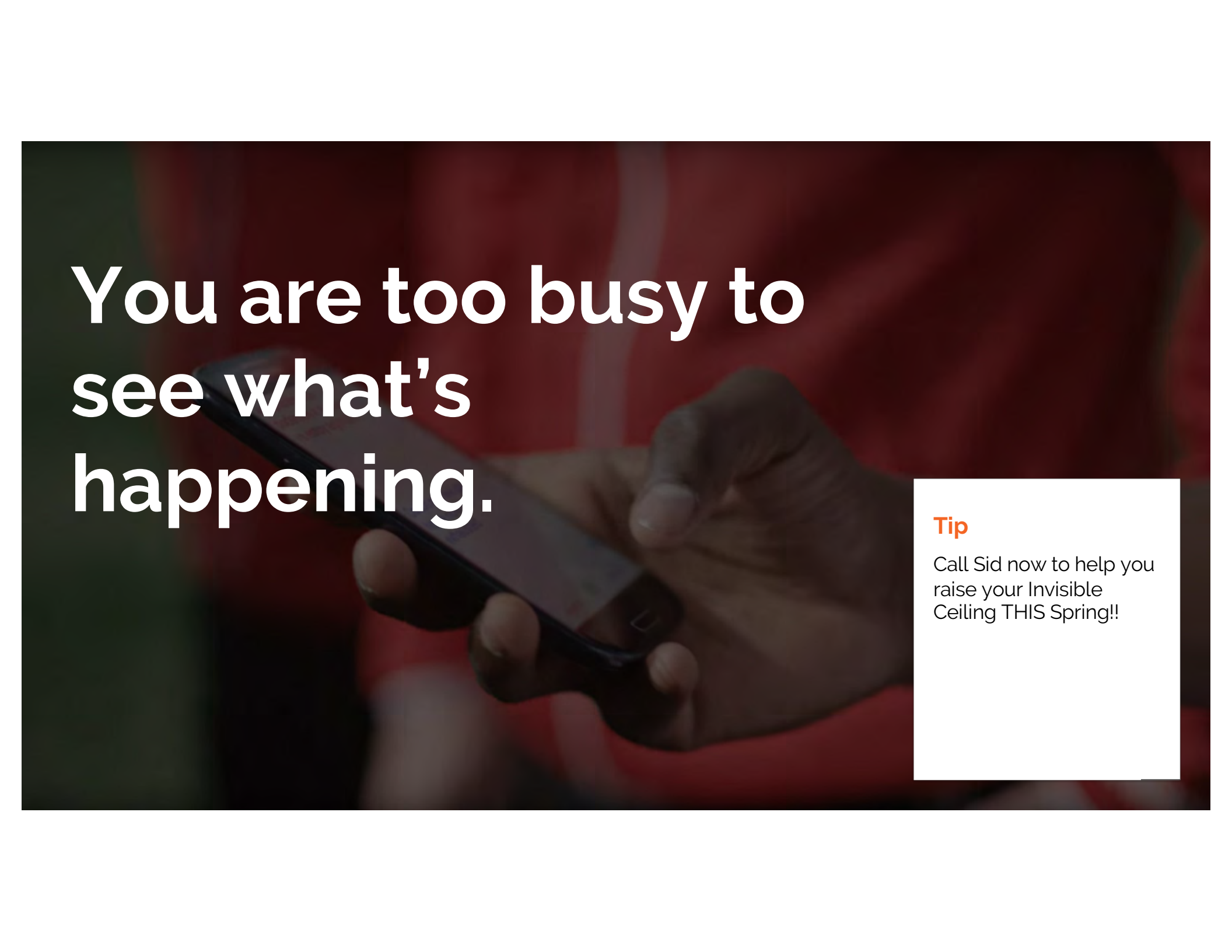
People don't come where they can't

→ **Higher Perceived Value**

Peak Spring.

→ **Raise Prices**

See Recorded Webinar

A hand holding a smartphone against a blurred red background. The text is overlaid on the left side of the image.

You are too busy to  
see what's  
happening.

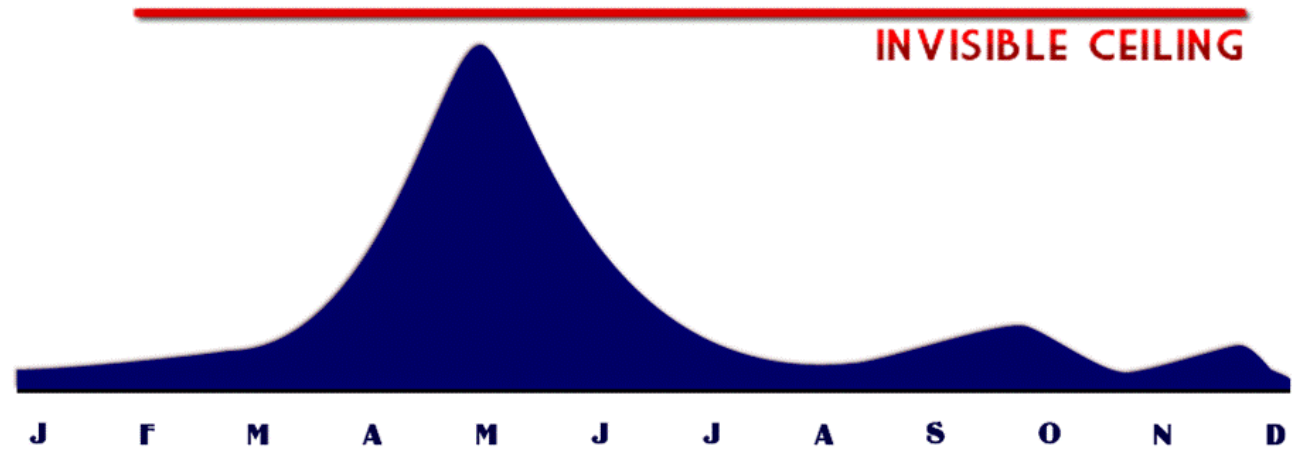
**Tip**

Call Sid now to help you  
raise your Invisible  
Ceiling THIS Spring!!

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