



THE SOUND OF AN EXTRA SALE

The gentle chirp of a robin, light whistle of the wind, rustling of the trees...Are you relaxed yet? No? Well, I guess you would need to hear the actual sounds right? That's precisely what Intratuin, 's-Gravendeel, The Netherlands, has done. As you saw in last month's Last Look in *Lawn & Garden Retailer*, Intratuin has some great ideas for selling product. This one plays on atmosphere, and it can produce a few more dollars in your pocket and a lot fewer headaches. Instead of weeding through compact discs or finding a radio station free of commercials or offensive lyrics, try playing something you can sell.

As customers walk into the garden center, they are greeted with the soft sound of birds chirping or

other natural sound effects playing over the speaker system or even just on a small radio (the picture below shows Intratuin's set-up)). After the customers inquire about it, you can escort them to the display.

The display features a selection of compact discs available for purchase. You can decide how large you want the display to be — four choices or 40 — it's your decision. But, with any size display, showcasing the CD that is presently playing is very important. That way, the customer knows what she is buying, and you just brought in a few extra bucks that you wouldn't have gotten before.

So when you're sitting in your office, irate about the small selection of radio stations to play over the audio system, keep this in mind: customer comfort, an extra purchase and saved time for you — why not?

— Carrie Burns

“Giving people
a little more
than they expect
is a good way to get back more
than you'd expect.”

— Robert Half

