



Something for Nothing

**“An investment in knowledge
pays the best interest.”**


— Benjamin Franklin

It must seem like we're constantly telling you to give stuff to your customers for free and to keep spending more and more money on customer satisfaction. But this idea won't cost you too much, and it will inform your customers, making them happy in the long run.

Berridge Nurseries, Phoenix, Ariz., has found a way to teach its customers about plants and promote product at the same time. Berridge provides information on a specific plant each month. We talk about it all of the time — consumers need to know more about plant care. Here's your chance to contribute to the cause.

First, find a plant. Choose any

plant you like, or take an employee poll to get them involved. Next, create the information sheet: You could do this easily with a color printer. Include a few photos, care information, history of the plant and any other interesting information you can find. And lastly, display it. A simple shelf would work with signage indicating plant of the month.

However, there are so many display possibilities: You could include pages from the previous months in case your customers weren't there to take them home. Or, if you really want to spend the time on it, display the plant with the information, as Berridge has done, and don't forget the signage. 

— Carrie Burns