

Marketing Trends and Sales Strategies

Where do we go from here?

Nursery Growers
Short Course

By Brian Decker
(Dr. Charlie Hall)

Wednesday,
February 5, 2020
1:00 p.m. CDT

**Marketing Trends
Sales Strategies**

Full Disclosure

This is a joint
effort with a
very special
thanks!



Dr. Charlie Hall
Professor & Ellison Chair
charliehall@tamu.edu



Selling the value of our products

**Marketing Trends
Sales Strategies**

Decker's Nursery, Inc. Quick History

Then



Founded 1921

Bernard Decker



**Marketing Trends
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Decker's Nursery, Inc. Quick History

Now



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Innovation
Resource
July 9, 2019

"13 Guidelines
for Navigating
the New
Decade
Ahead"



**“In the next decade,
businesses and their
leaders will rise, or fall
based on their ability to
anticipate and creatively
respond to rapid change.”**

Marketing Trends
Sales Strategies

Today's
Trendsetters!

Biophilic and
eCommerce



Biophilic – blending
human nature and well,
Nature!

eCommerce – ease,
privacy, education –
connecting the online
consumer with product

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On to - The
Consumer

Change is
the only
constant



Photo Credit - blogspot



Who is your customer?



In B2B markets...

We have to do a “deep dive” into a customer’s business:

- What do they **value**?
- What are their **challenges & opportunities**?
- What are their **unique requirements and preferences**?
- Can you **help** them **compete** more favorably with *their* competition?

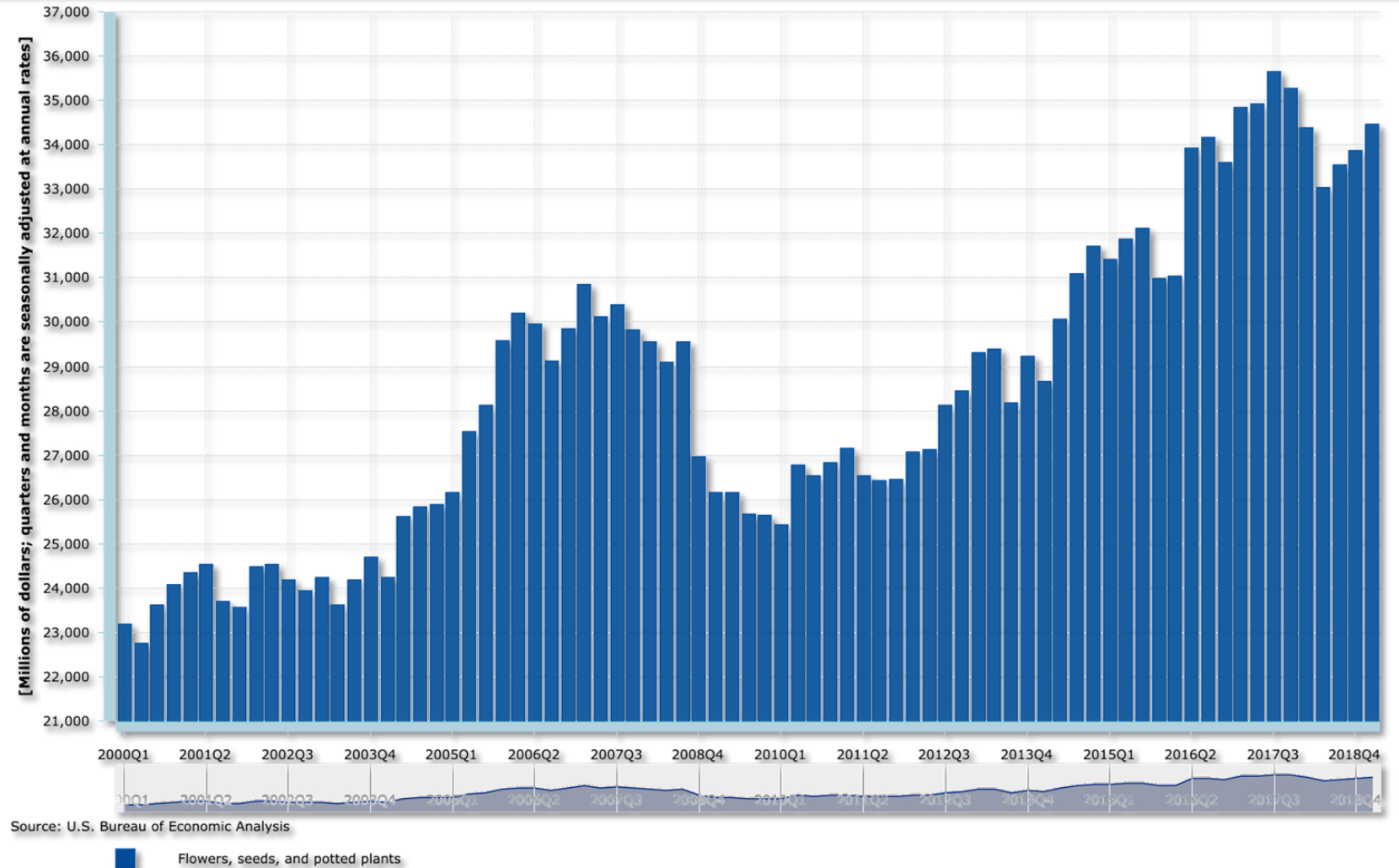
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Customers of the past

45-70
Female
Hobby
Disposable
Income



Consumer purchases are on the rise!



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The Change Follow the money



How do we interpret this?



People, regardless of age or any other demographic characteristic, want things that enhance the **quality of their lives!**

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New
Consumer
Thinks Differently
Values
Live Style
Communication
Buys Differently



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New Consumer

Quality of Life
Matters!



What defines Quality of Life?



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The
need
for
SPEED



Quick buying decisions based on:

**More
information**

**Instant
gratification**

**Social
acceptance**

**And..... a short
attention span**



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Diversity Of Choice

New varieties
Constant color
Plants used in different
ways
Temporary uses
Short term
relationships with
plants



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How the future
customer lives
and works

Biophilic
Home and Office
Lifestyle of the
new consumer



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Biophilic

The combination
of Natural World
into Human
Existence



Biophilic – It's Everywhere!

- Restaurants
- Work Environments
- Parks
- Bike Paths
- Walking and Travel Paths
- Public Spaces (buildings, atriums, lobbies)
- Private Living Spaces
- Urban Planning

Urban Planning – Endless Benefits

**Marketing Trends
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Biophilic

Urban
Planning

Endless
Benefits



- **Economic Benefits**

- Beautification Draws Consumers & Reduces Shopping Stress
- Boosts Occupancy Rates
- Generates Tourism Revenue

Urban Planning – Endless Benefits

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Biophilic

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- **Economic Benefits**

- Beautification Draws Consumers & Reduces Shopping Stress
- Boosts Occupancy Rates
- Generates Tourism Revenue
- Job Creation From Services in Demand
- Reduces Health Care Costs
- Increased Property Value

Urban Planning – Endless Benefits

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- Job Creation From Services in Demand
- Reduces Health Care Costs
- Increased Property Value
- Tax Revenue Generation
- Reduce Street Repair
- Upgrade Effects of Surrounding Area
- Revenue from Education Projects and Special Events

Urban Planning – Endless Benefits

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- **Environmental Benefits**

- Carbon Sequestration
- Improved Air Quality
- **Attracts Wildlife and Promotes Biodiversity**

Urban Planning – Endless Benefits

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- **Environmental Benefits**
 - Carbon Sequestration
 - Improved Air Quality
 - **Attracts Wildlife and Promotes Biodiversity**
 - **Energy Cost Savings Associated with Heating\Cooling**
 - **Reduce Heat & Cold Damage**

Urban Planning – Endless Benefits

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- **Environmental Benefits**
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 - **Offsets Heat Islands**
 - **Reduced: Soil \ Noise Pollution \ Storm Water Run Off**
 - **Improved Water Quality \ Effective Windbreaks**

Urban Planning – Endless Benefits

**Marketing Trends
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- **Health & Well Being Benefits**
 - Improved Concentration \ Memory Retention
 - Enhanced Learning Capacity
 - Plants Generate Happiness

Urban Planning – Endless Benefits

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- **Reduced Stress & Depression**
- **Health & Recreational Benefits**

Urban Planning – Endless Benefits

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- **Health & Well Being Benefits**

- Improved Concentration \ Memory Retention
- Enhanced Learning Capacity
- Plants Generate Happiness
- Reduced Stress & Depression
- Health & Recreational Benefits
- **Accelerates Healing Process**
- **Improved Energy**
- **Reduce Community Crime**

The Power Of Plants!

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Biophilic

Reduces Sick
Time 14%
Real Estate –
7% Higher
Occupancy
Rates



Economic Benefits

- Beautification draws customers & reduces shopping stress
- Boosts occupancy rates
- Generates tourism revenue
- Job creation from increased services demanded
- Reduced health care costs
- Increased property values
- Tax revenue generation
- Reduced street repairs and maintenance costs
- Upgrade effects of surrounding areas
- Revenue from educational programs & special events

Environmental Benefits

- Carbon sequestration
- Improved air quality
- Attracts wildlife and promotes biodiversity
- Energy cost savings associated with heating / cooling
- Reduced heat and cold damage
- Offsets heat islands
- Reduced noise pollution
- Reduced soil erosion
- Reduced storm water runoff
- Improved water quality
- Reduced urban glare
- Effective windbreaks
- Increased biodiversity

Health/Well-being Benefits

- Improved concentration and memory retention
- Enhanced learning capacity
- Plants generate happiness
- Reduced stress and depression
- Health and recreation benefits
- Accelerates healing process
- Therapeutic effects of gardening
- Improves relationships / compassion
- Improved human performance / energy
- Medicinal properties
- Improved mental health
- Reduced community crime
- Traffic safety / driver satisfaction

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Biophilic Consumer



7-12% More Spending

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Biophilic Real Estate



12/1/2020

Decker's Nursery, Inc. | Groveport Ohio | (614) 836-2130

Photo Cred: Linda Blagg YouTube



7% Higher Occupancy

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Biophilic Workplace



**14% Reduction in Sick
Time Taken**

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eCommerce Online Retail



12/1/2020

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eCommerce



The Future of the Retail Garden Center Industry

Photo Credit
BOWER & BRANCH®

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eCommerce

A consumer cycle
steeped in success!



**Consumers have access to expert plant knowledge
and hands on customer service with features like
Chat or “Plant Whisperers”**



Photo Credit
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eCommerce

Research
Reviews
Instant
Gratification



**Consumers shop online
at home - or in store.**



Photo Credit
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eCommerce

Make buying
decision in comfort



**The consumer experience is unique,
as well as, regionally and seasonally
specific**



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eCommerce

Quality Growers



**Shameless Plug Alert:
Grow, Cared for and Hand-Picked by our regional,
Family Growers**



Decker's Nursery

A PREMIER GROWER OF
BOWER & BRANCH™
trees for life

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eCommerce

Distribution is a
Critical Component



**Orders are shipped to a local garden
center for pick-up.**



Photo Credit

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eCommerce

Home Delivery
and/or Installation



Home delivery and installation are also available.



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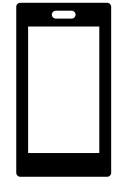
Decker's Nursery, Inc.

**Marketing Trends
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Garden Centers



Garden Centers of the Future



Reduced Inventory (Example: Home Depot Dishwasher)

On-Line Inventory

Never sold out

Never closed

Quick delivery

Increased plant information

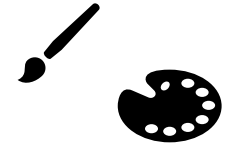
Virtual reality landscape design

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Garden
Centers



**Garden Centers
of the Future**



Combine and expand the Garden Center Experience.

Wine/dining options in the Garden Center.

Display garden vs. Inventory

Garden Centers become Event Centers.

Garden Centers



Garden Centers of the Future

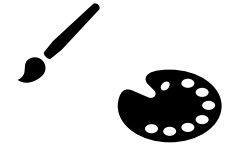


Photo Cred: Rhoads Garden Center

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Wholesale Nursery

**Industry
Trends**



How will the changing market steer the industry?

**Wholesale Nursery consolidation will
continue**

- Costs to start a nursery are becoming prohibitive

**Marketing Trends
Sales Strategies**

Wholesale Nursery

**Industry
Trends**



How will the changing market steer the industry?

Wholesale Nursery consolidation will continue

- Costs to start a nursery are becoming prohibitive
- Lack of young people to start and staff nurseries

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Sales Strategies**

Wholesale
Nursery

**Industry
Trends**



How will the changing market steer the industry?

**Wholesale Nursery consolidation will
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- Costs to start a nursery are becoming prohibitive
- Lack of young people to start and staff nurseries
- Difficulty in selling on-going nursery businesses

**Marketing Trends
Sales Strategies**

Wholesale
Nursery

**Industry
Trends**



How will the changing market steer the industry?

**Wholesale Nursery consolidation will
continue**

- Costs to start a nursery are becoming prohibitive
- Lack of young people to start and staff nurseries
- Difficulty in selling on-going nursery businesses
- The industry growth will be dominated by the companies who are best positioned to satisfy the new consumer

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Re-wholesalers
will expand in
market
domination



Re-Wholesalers



- Increased Transportation Efficiency

**Marketing Trends
Sales Strategies**

Re-wholesalers
will expand in
market
domination



Re-Wholesalers



- Increased Transportation Efficiency
- Improved Purchasing Power and Alliances

**Marketing Trends
Sales Strategies**

Re-wholesalers
will expand in
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domination



Re-Wholesalers



- Increased Transportation Efficiency
- Improved Purchasing Power and Alliances
- Increased Landscape Contractor Loyalty

**Marketing Trends
Sales Strategies**

Re-wholesalers
will expand in
market
domination



Re-Wholesalers

- Increased Transportation Efficiency
- Improved Purchasing Power and Alliances
- Increased Landscape Contractor Loyalty
 - Wholesale Warranties
 - Plant Location Efficiencies
 - On Site Job Delivery/ Customer Service

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Garden Centers

Evolve or Die



Garden Centers



- Dramatic On-line Presence

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Sales Strategies**

Garden Centers

Step outside
the box



Garden Centers



- Dramatic On-line Presence
- Reduced Inventory Costs
- Improved Consumer Shopping Experience

**Marketing Trends
Sales Strategies**

Garden Centers Options



Garden Centers



- Dramatic On-line Presence
- Reduced Inventory Costs
- Improved Consumer Shopping Experience
- Expanded Consumer Services
 - Delivery, Installation, Maintenance, on-going design

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Today's
Trendsetters!

Biophilic
and
eCommerce



Summation: In my 54 years
in the nursery industry, I
have witnessed monumental
change.

It is only going to change
faster.

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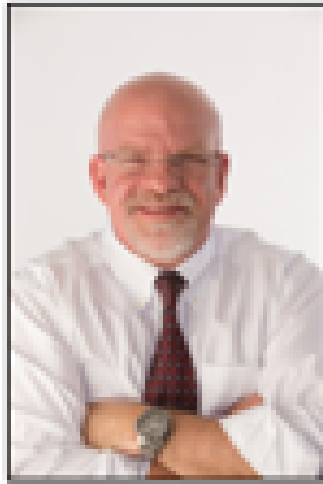
Boots on the
ground gang,
we've got this!

Questions?



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Genuine
Thanks



Dr. Charlie Hall
Professor & Ellison Chair
charliehall@tamu.edu

Paul Offenberg

Bernard Decker



Pam Dukes
Special Projects Director
Decker's Nursery, Inc.

