

**Appealing to a New & Emerging Customer Base**  
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***5 New Ways to Connect***

1. Events – family fun
2. Website – with community
3. Go where they are
4. Hire the right staff – people buy from who they like
5. Creative outreach and marketing

**Key Points:**

*Family Events.* Couples shopping together is VERY common. Busy lives mean that weekend shopping is often done as a family. Provide fun for the whole family – parents will LOVE you.

*Online Communities.* Message boards and list serves allow people with similar interests to share ideas, ask/answer questions, educate newbies, buy/sell, promote, etc.

*Gathering Places.* Retailers who participate in gatherings (i.e. farm markets, festivals, fairs, community events, etc.) often find a new customer base.

*Your Team.* Hire friendly sales people. Train them on the product. Consider creating a “sales team” that only sells – no watering, no unloading trucks...

*Get Creative.* Marketing is king. But maybe not the traditional radio, TV, local newspaper outlets. Use you mailing list to draw interest and increase foot traffic. Partner with community events and Web sites to get your message out there.

**NOTES:**

## *Practice New Vocabulary*

1. Extreme
2. Lifestyle
3. Community/Social Groups
4. Sarcasm (in good taste...)
5. Retro

### **Key Points:**

*Go Wild.* Use strong language. Tell your customers what is cool and cutting-edge. Bring them the best trendy new products and they will eat out of your hand.

*After Hours.* Help your patrons enjoy their weekends and holidays. Tell them how happy your products will make them and how beautiful their space will be. Their enjoyment will fill your registers.

*Friends = Experts.* Sharing your customers' success stories is a great way to instill confidence. When they have success, the stories will snowball as they share their projects with friends and family.

*Sharp Humor.* Don't be afraid to use sarcasm in your messages. Saying, "If you kill this plant, maybe the next step is silk" can be a powerful statement. But the trick is knowing the customer who can take a joke.

*Throwback.* This week is the 40<sup>th</sup> anniversary of Woodstock and believe it or not, 25-year-olds know this. Retro speak resonates with today's consumer and goes hand in hand with your products.

### **NOTES:**

**THANK YOU!!**