

Marketing Bootcamp for Retail Greenhouses and Garden Centers

**Tuesday, February 19, 2013
10:00 am – 2:00 pm***

**Tollgate Education Conference Center
28115 Meadowbrook Road
Novi, MI****

Cost for non-MDFGA members: \$39.00 per person (or \$99.00 for 3 people from the same company)

Cost for MDFGA members: \$19 per person

Taught by: Bridget Behe, Horticulture Marketing Professor, Michigan State University
Sponsored in part by: Metropolitan Detroit Floriculture Growers Association (MDFGA) and Vandenberg Bulb, Inc.

Michigan State University presents: Marketing Bootcamp for Retail Greenhouses and Garden Centers. Let's get in shape for the rigors of spring by refreshing your marketing skills at this bootcamp! Designed for athletes of all levels, from the front-line cashier to the owner, this course has the following objectives:

- Improve/enhance sales skills to increase sales, especially of complementary products (add on sales)
- Increase/refresh customer interaction skills to enhance sales and acceptance of MI products
- Improve/refresh marketing knowledge of all levels of sales staff to increase knowledge about various consumer segments and their needs/demands
- Enhance overall readiness to serve customers during the spring rush, to increase customer satisfaction

This is a four hour hands-on workshop. *Please bring your companies mission statement and a list of your three most profitable and three least profitable products, including the cost and description of the six products.*

To register, see instructions on the back of this page.***

Questions? Call Kristin Getter at 517-355-5191 x1341 or e-mail getterk@msu.edu

* Lunch and refreshments provided

** For maps and directions, visit: <http://tollgatecc.msu.edu/tollgatecc/maps>

*** Registration deadline is February 6, 2013



Registration Form for February 2013 Marketing Bootcamp for Retail Greenhouses and Garden Centers

**** Registration Deadline is February 6, 2013 ****

Name(s): _____

Business Name: _____

Phone: _____ (in case of a class cancelation)

Email (for reminder purposes only – your email will be kept confidential):

Number of attendees: _____

Is this business an MDFGA member? Circle one: Yes No

Pricing schedule: Non-MDFGA member businesses: \$39.00 per participant (or 3 for \$99.00)

MDFGA member businesses: \$19 per person

Enclosed is a check for \$_____

Make checks payable to: "Michigan State University". Mail check and this registration form to:
Kristin Getter, Michigan State University, Department of Horticulture, 1066 Bogue Street, Room
A240-E, East Lansing, MI 48824.