

# Garden Centre Programs 2015



## GROW Your Business With



### PROFIT CENTRE SOD PROGRAMS



**Guaranteed Sale Program**  
*Pay only for sod sold.*



**Collaborative Program**  
*Manage your inventory.*



**Direct Delivery**  
*Order product on behalf of customers.*

### PROGRAM BENEFITS

This program is the 'no risk' solution for retailers who have not previously sold sod or who wish to learn how to profitably carry sod while minimizing the risk of spoilage.

This is the ideal program for retailers who have previously sold sod and understand how to profitably sell by managing proper inventory levels and minimizing spoilage in order to optimize product margin.

This is the perfect program for retailers with minimal or no outdoor space who would like to offer sod as a direct ship or value add to their customers.

### PROGRAM FEATURES

- 1 Sod is owned by Manderley and placed on consignment at the retail location.
- 2 Inventory levels and delivery schedule will be managed by Manderley.
- 3 Retailer will provide space for sod and signage in their yard.
- 4 Pre-Booked Orders and Drop-Ship are available

- 1 Retailer owns inventory and manages ordering in co-operation with Manderley.
- 2 Next day delivery with orders placed before 4pm.
- 3 Possible same day delivery available.
- 4 Pre-Booked orders to yard and Drop-Ship to job sites is available for retail or commercial customers.

- 1 No inventory kept on hand
- 2 Manderley will drop ship directly to customers.
- 3 Retailer will provide space for signage in store and in their yard.
- 4 Store places orders and takes payment on behalf of their Manderley.

### MORE REVENUE OPPORTUNITIES...

Increase customer transaction revenue with additional products and competitive margins.

#### Fertilizer

Manderley, professional grade fertilizers can be sold with any sod or seed purchase.



#### Seed

Manderley offers premium quality seed for new lawns, lawn repair and overseedings.



#### Blue Cube

Manderley offers a direct delivery program for our no mess, no hassel Blue Cube bulk bags of landscape products.



Conatct us for  
a Profit Centre  
Planning Session

1-888-225-3885  
www.manderley.com

# Garden Centre Programs 2015



# GROW Your Business With

**Manderley**  
Since / Depuis 1960

## What Our Programs Include:

### Store Signage

Product Racks   Sod Signs   Outdoor Banners   Blue Cube Signs & Product Samples   Lawn/Road Signs

### Staff Support

Onsite & Online Product Training   Refresher Videos   Scheduled Store Visits   Sales Training & Schedule

### Sales Collateral

Installation and Maintenance Guides   Product Guides   Frequently Asked Questions

### Co-Marketing

Manderley Website Listing   Social Media Marketing   Co-Advertising Opportunities   Joint Events  
Product Mail-in Rebates   Promotional Calendar   Cross Promotions

### Business Development

Profit Centre Planning Sessions   Sod Revenue Audits   Seasonal Sales Kits

*Create a profitable  
partnership in 2015  
with Canada's leading  
supplier of sod, seed,  
fertilizer and  
Garden products.*



**Contact us for a  
Profit Centre  
planning session!**

**1-888-225-3885**

**[www.manderley.com](http://www.manderley.com)**