Tuesday, March 12, 2013
10:00 am – 2:00 pm*

MSU Extension Kent County
775 Ball Ave., N.E.
Grand Rapids, MI 49503

Cost is: $39.00 per person (or $99.00 for 3 people from the same company)

Taught by: Bridget Behe, Horticulture Marketing Professor, Michigan State University and Thomas A. Dudek, MSU Extension, Allison Jones, Graduate Student Horticulture Department.

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.

Questions? Tom Dudek at (616) 994-4548 or email: dudek@msu.edu

* Lunch and refreshments provided  ***Registration deadline is March 5, 2013 ***

-----------------------------------------------

Registration Form for: March 12, 2013, Marketing Bootcamp for Retail Greenhouses and Garden Centers

** Registration Deadline is March 5, 2013 **

Name(s): ____________________________________________

Business Name: ______________________________________

Phone: ____________________________________________ (in case of a class cancelation)

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

Enclosed is a check for $________________________

Make checks payable to: “Michigan State University”.

Mail check and this registration form to: MSU Extension, Thomas A. Dudek, 12220 Fillmore Street, Suite 122, West Olive, MI 49460.

MSU is an affirmative-action, equal-opportunity employer. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status.

Persons with disabilities may request accommodations by calling the MSU Extension office two weeks prior to the event. Requests received after that will be met when possible.