

Independent Nursery Checklist

- Check in with your store manager when you arrive. You may want to have an appointment or a set time you normally visit.
- Check in with your key garden employee which may also be the buyer
- Make sure to try to touch bases with as many employees who cover the pesticide area in addition to nursery staff when you make your call. Ask if they have any questions, make note of their names
- If you see a representative from one of the suppliers like Commerce, E.B. Stone, Excel Gardens, or L&L introduce yourself.
- Check shelf talkers to see if you need to adjust or add more. See if there are endcaps that also might need shelf talkers.
- Check literature rack to see if it needs more fact sheets. You may need to adjust according to season if one or more are going faster than others. Remind them that those are free and encourage them to hand those out to customers. They have both UCIPM and OWOW websites on the back.
- Ask employees what are the latest pests and diseases they are helping customers with. I will be sending you monthly suggestions that will help them tie in with the season.
- Talk about what pests might be coming soon and suggest resources for prevention and solutions with OWOW and UCIPM resources.
- Take one or two products that are less toxic and ask if they know how those work so their customers can be successful using them.
- Ask if they are using the OWOW and UCIPM websites to help customers. Do they need help navigating those websites?
- Thank them for being a partner store and tell them how important it is for their community
- Ask if there is any research you can do prior to your next visit.