



FALL Displays

Fall is officially here, and now is the time to get your store in tip-top shape for your customers! Stock your store with all the must-have fall essentials, and be sure to position high-demand products near the front of the store. These items will be your best sellers over the next couple of months.

1. MAXIMIZE OUTDOOR DISPLAYS

Take advantage of sidewalks and docks to showcase fall materials in a clean, visually appealing way. Ensure walkways are clear for easy browsing. **Great items to feature outdoors this season include:**

- **Straw Bales**
- **Firewood Bundles**
- **Pumpkins & Gourds**
- **Mums**

With cool-season **lawn seed, fertilizer, and soil amendments** in demand, make sure you have plenty in stock to keep customers happy.

2. IMPROVE CUSTOMER EXPERIENCE WITH PLANTS & BULK ITEMS

For bulk items like **cover crop seed, wildlife food plot mixes, and fall bulbs**, place clear signage directing customers where to go. A display of each bulk product near the entrance will also help customers know what's available.

Pro Tip: If your store carries mums, pansies, or fall ornamentals, provide small boxes or trays to help customers transport them easily. This also keeps soil and leaves from being tracked through your store!



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3. SOCIAL MEDIA & CUSTOMER ENGAGEMENT

Announce fall arrivals and seasonal products on social media! **Reels and videos work great for showcasing inventory and giving customers a sneak peek at what's in stock.**

Pro Tip: Post updates when new shipments arrive—customers love a sneak peek at what's in stock.

Pro Tip: Water outdoor plants early in the morning or late in the afternoon to avoid busy traffic times.

4. CREATIVE PRODUCT DISPLAYS & DEMONSTRATIONS

Keep seasonal supplies—such as fall lawn fertilizers, lime, garden tools, pest control, rodent control products, and bird seed—prominently displayed at the front of the store.

Pro Tip: Set up a fall décor vignette with straw bales, pumpkins, and mums.

This not only highlights products but also gives customers inspiration for their own homes.

5. PROMOTE YOUR SERVICES

Fall is a great time to remind customers of the services you offer, such as Delivery, Feed & Fertilizer Programs, Soil Testing, and Wildlife Plot Consultation.

Pro Tip: Customers love when staff help load heavy bags of feed, seed, and fertilizer into their vehicles! If your store doesn't currently offer this service, now is the perfect time to start.



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6. TRAIN & PREPARE YOUR STAFF

With the seasonal rush, staff should be ready to answer common fall questions about:

- Overseeding Lawns
- Fertilizer & Lime Application
- Wildlife Food Plot Planting

Pro Tip: Keep quick-reference sheets handy, especially for new employees. This ensures customers receive accurate, consistent information.

By following these tips, your store will be well-prepared for a successful and busy fall season!