



Patio Furniture Add-on Sales

LESSON OBJECTIVE: Show employees some of the add-on sales you can make with a patio furniture sale.

ESTIMATED COMPLETION TIME: Approximately 5 minutes for the PDF. Use the Additional Discussion section to spend more time on this topic.

HOW TO USE: The lesson includes a PDF which you can distribute to employees or hang in the breakroom for quick reference. Elaborate on the notes below as much as you wish to fit your particular product mix.

Customers shopping for patio furniture may be involved in a larger project of maintaining their lawns and gardens. You want your employees to be prepared to answer any questions customers might have. The best way to get them started is to have them take the Lawn & Garden department in NHPA's Basic Training Course in Hardware Retailing. This course is available to NHPA Training Members. If you want to learn more about becoming an NHPA Training Member, visit yournhpa.org/online-training or call 800-772-4424.

INTRODUCTION

When customers purchase patio furniture, there are a lot of other items we can sell to help make their outdoor living spaces more comfortable. Remember to engage the customer in a conversation to see if there is anything else they might need. For example, if you find out they are setting up a new outdoor living area, you can ask if they are interested in any outdoor decor to complement the space.

Here are some of the add-on sales you might suggest. These are also items we can add to the patio furniture display to help customers start thinking about additional purchases.

- **Outdoor Decor**
Many people turn the patio into an outdoor room, furnishing it with baskets, pillows, windchimes, statuary and more. Invite customers to browse the entire outdoor living category to see what else they might want to make their decks and patios more comfortable.
- **Outdoor Lights**
Remind customers they can enjoy their patio furniture longer into the evening if they have a few outdoor lights. Lights come in a variety of shapes and sizes and include solar powered ones and candles.
- **Insect Repellent**
Just about anyone spending much time outdoors will need some sort of insect repellent. Citronella candles or bottles of bug spray are inexpensive add-on sales, but also remember there are other solutions, such as mosquito traps, dunks for ponds and water gardens, and lawn sprays.
- **Housewares**
If you discover a customer uses the patio furniture for outdoor entertaining, they might be interested in a separate set of dishes dedicated for outdoor use. Dinnerware, serving bowls and platters, table clothes and napkins are a natural fit for merchandising on a table display.
- **Consumables**
Someone purchasing a set of patio furniture might also enjoy grilling. If they do, ask if they want any BBQ sauces or rubs. Even if they don't plan to spend much time at the grill, they may be interested in a cold drink or snack to help them cool off as they're sitting in the shade.

FOR ADDITIONAL TRAINING

Make sure all employees have completed the Lawn & Garden department in NHPA's Basic Training Course in Hardware Retailing so they are prepared to sell the entire lawn and garden category. This course is available to NHPA Training Members. If you want to learn more about becoming an NHPA Training Member, visit yournhpa.org/online-training or call 800-772-4424.