



## How to Upsell Bird and Wildlife Habitat Products

By Aleta Walther

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According to experts, the best ways for water garden, pond and specialty [retailers](#) to upsell bird and wildlife habitat products to customers is through the customer education they provide customers with educational handouts, such as brochures, newsletters and articles; installing point-of-purchase displays, including multimedia presentations' serving as expert resources for customers and marketing aggressively using letters and postcards, inserts, emails, newsletters, social media and websites.



### Mel Toellner, Gold Crest Distributing

"Retailers who use specific category signage and handouts, like our 'Tips to Attracting Nesting Birds,' are experiencing better sales than the average store. Also, many stores are emailing us to tell us that by playing our 'Bird Man Mel' looped DVD, with its different segments, including 'How to Attract Nesting Birds,' they're getting consumers to spend much more time and money in the birding department. These [items] help consumers realize the store knows the category and will help them attract the specific birds they want."

### Bob Johnson, Bobbo Inc.

"Do your best to educate yourself. Consumers look to retailers to provide honest, accurate information. Also, deal with vendors that provide information that will allow you to stand out. Take advantage of display racks. Retailers that use our display racks have a higher frequency of reorders."

### Jeremy Woeste, BestNest Inc.

"BestNest carefully merchandises every item carried to ensure that most questions a customer would have are answered prior to purchasing."

### Jake Langeslag, Aqua Eden

"Educate do-it-yourself pond builders with pond installation seminars, backyard waterfall installation techniques and online technical pond support. Also take lots of pictures with birds using [water gardens, ponds, fountains, feeders, birdbaths and birdhouses](#), and display them prominently in your store, at [customer-focused trade] [shows](#), in brochures and on your website."

### John Holmes, Holmes Farms

"Dealers need to advertise the products they introduce and help educate consumers on those products. We hear from our customers that Web, Facebook and Twitter traffic helps get the word out on new products and drives consumers to their stores."



One way to upsell wildlife habitat products is to serve as an expert and educate people. For example, many people do not realize that water features naturally attract backyard wildlife by providing a place for drinking and bathing.