



**Retail Services
Team Ltd.**
Saving Your Business Money

Gardening Division

P O Box 94
Hurstpierpoint
West Sussex BN6 0DU
Tel: 0800 021 3222 Fax: 0844 507 0319
www.retailservicesgroup.co.uk



Q: What is the aim of Retail Services Team?

A: To deliver specialist garden centre buying terms, group discounts, rebates, and day to day savings so independent garden centres can retain their independence, all sitting alongside, marketing initiatives, promotions, and trouble-shooting assistance on a plethora of services, facilities and retail solutions.

Q: What does RST Do?

A: We work on behalf of independent garden centres who are passionate about retaining their independence but who recognise working together across many areas can deliver benefits for all parties.

Q: Is RST a buying group?

A: No. We work to negotiate rebates and discounts over and above what a 'stand-alone garden centre', could acquire and pass these along to subscribing centres. Importantly we don't interfere with buying habits or force centres to take stock but we make it crystal clear that it's advantageous and beneficial to all parties if they do. We encourage each subscribing garden centre to support as many Accredited suppliers as they can.

Q: What would be the advantage in working with RST?

A: The best way to evaluate the advantages or more importantly assess the cost, is to think of RST as a business development & marketing services team. Once you come on board we work with you to reach

your objectives. We have access to a growing number of subscribing garden centres, who pay for what we deliver and whom, if approached by yourselves, on a constant basis might not end in the same results.

Q: Do you have an example of cost vs service?

A: Let's say you join RST as a brand who wants to gain access to garden centres. The initial Year 1 cost is £1200, (£100 per month or £10.00 per garden centre). The beauty of RST's approach is you are promoted every single month, we work with you to target specific centres of your choice to open up opportunities. You gain entry to FOC campaigns and mailings. We have access to market direct to consumers. You will receive monthly reports and target feedback. We will work with you to tweak campaigns that aren't working. Put on a par with standard advertising in a magazine, the service from RST is as '*cheap as chips*'.

Q: Couldn't I just put an advert in the trade press or approach these centres myself?

A: Yes you could, but would you get as good a service as that offered by RST?

Q: I already have a sales team or work with agents, how does RST link in?

A: RST work alongside your team, as closely as you wish. Where possible we ask for team details and what region they cover so we can inform the subscribing centres of whom their local rep is.



TOGETHER IT'S...WIN, WIN, WIN



Q: If I became an Accredited Supplier would my sales go Whoooooosh?

A: Not immediately. We need to be realistic. Remember RST is not a buying group. We are not doing one order to distribute to each centre. We promote your product or service, we canvas the subscribing centres, we excel your entry to the right person and we feedback to you as a constant. Remember the garden centres subscribe to RST so they have a desire and vested interest in supporting your products or service.

Q: What is the best way to work with your subscribing centres?

A: We believe the best way to work with centres is by rewarding support, this not only protects your margins from the outset, it also ensures you gain growth. We also encourage you to incentivise new openings with the benefit of group terms, discounts and loyalty rebates, above and beyond what would typically be offered as a 'stand-a-alone' individual centre.

Q: Can any garden centre subscribe to RST?

A: No. They must be an independent garden centre.

Q: What areas do RST assist Independent Gardens in?

A: Our services span from negotiating group purchasing terms, organising consumer marketing campaigns, delivering customer loyalty programs, highly competitive PDQ processing rates, and being a central point for all subscribers when help is needed.

Q: How many independent garden centres subscribe to RST?

A: RST have over 100 independent garden centres subscribing to their services. Not all run the same services or use the same facilities, but all have a vested interest in being kept informed about everything that is available to them.



Q: How do I become an Accredited Suppliers?

A: There are a variety of ways RST can work with you. We sit together and go through the options and agree which is the best for you. We want to ensure we can meet your objectives and deliver you the best results.

A Little About US: *We are a friendly, informative team, (who enjoy the odd haribo!). We are knowledgeable across a whole heap of areas & topics, we love the intricacies of retail and customers, some of us love gardening and plants, others marketing, sales and accounts.*

We work Monday to Friday 9.00 to 5.00 physically in the office. If you call and get the answerphone, we aren't ignoring you, we haven't gone home (unless it's after 5.00 😊), we are either on the other lines, or grabbing a quick brew, so please leave a message. The one thing we always do is respond.