

GROWERTALKS

Front Lines

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Horticultural Advantage Expands in Response to Market Turbulence

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In response to challenging market conditions, Horticultural Advantage has added new, specialized services to address profit concerns for independent garden retailers and suppliers. Recognizing the rapidly changing dynamics of the industry that call for a new approach, Sid Raisch, company president, says "A new company structure is being implemented to provide our exclusive Advantage Development System for business development. This will enable us to help a greater number of industry firms sharpen their profitability during these challenging times."

The Advantage Development System includes programming in two critical areas for business development: Executive Advantage, designed to build an effective executive mindset and specific processes for leaders who serve in the executive capacity; and Client Advantage, an entirely different approach to the sales process that invests in meaningful differences in the relationship-building process that create effective competitive immunity. Pilot programs are being conducted in the second half of 2008 for additions to the series: Leader Advantage, Merchant Advantage and Marketplace Advantage. For more information about the new programs, visit www.horticulturaladvantage.com.