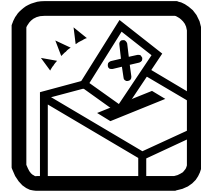




How to get your customers to vote for your team in The Greatest Christmas Awards



As promised, here is your voting pack to assist you and your staff in drumming up votes for the first ever Greatest Christmas Awards.

Your customers can vote for your team in the category “Best Garden Centre at Christmas 2009” and as this award covers the whole centre at Christmas, ALL departments and staff can take part!

The winners of the public voting category are those teams with the highest number of votes in relation to the size of the centre. Thanks to this weighting, every centre stands a chance of winning. It is therefore essential to encourage as many votes as possible from your customers. At the start of December we will announce the Top 10 Voted for centres in each of 7 regions, so start getting those votes in now!

Voting continues through December right up until Monday December 21st and the eventual regional and national winners will be announced at a special Greatest Awards Christmas Party to be held at Harrogate Christmas and Gift in January 2010.

Customers can vote for your team on line at www.thegreatestawards.co.uk, or by filling in and posting a voting card. However, capturing voting cards in your own centre is the best way to gain votes and ensure your team are interacting with their customers. The most important thing is make sure your customers are aware of the opportunity to vote, so THINK BIG!

POSTERS: Included in your pack are A1, A3 and A4 posters. The more prominently these are displayed, the better. Hot spots include main entrance, information points, coffee shop etc. If more copies are required, PDF's can be downloaded from The Greatest Christmas Awards web site www.thegreatestawards.co.uk

VOTING POSTCARDS: To start you off, you will find in your pack 100 voting post cards. When you need more, you can either make photocopies or download the PDF from the web site for printing. Try to ensure that as many of your customers as possible are handed postcards by your team and that they are easily available to pick up in store. Remember we received over 17,000 votes in The Greatest Awards this summer so we know that garden centre customers love to be asked to vote for their favourites.

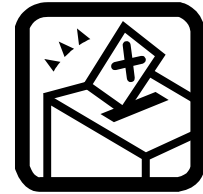
LABELS: It is better if you can capture completed voting cards yourself and to help you we have included “post your vote here” labels for use on boxes/buckets/plant pots/santa sacks etc. The more prominently these can be displayed the better. Due to the amount of votes we expect, and to help our team count and keep track so that we can announce the regional Top 10's at the start of December it would be really helpful if you could send votes in to us regularly rather than in one lot at the end.

Please see over for some examples of how to encourage your customers to vote, including some ideas used by winning centres in The Greatest Awards 2009.

www.thegreatestawards.co.uk



How to get your customers to vote for your team in The Greatest Christmas Awards



- Brief all staff. Ensure everyone knows about the awards.
- Hand voting cards to customers as they enter your centre.
- Ensure you have plenty of voting cards available at your information point and at tills.
- Make “table talkers” for your coffee shop to explain the awards and how to vote.
- Put voting cards on trays and tables in the coffee shop.
- Make the most of Grotto opportunities to gain votes.
- Produce “vote for me” badges and T-shirts for staff members.
- Put together an eye-catching display with posters/post boxes etc.
- Mail out / email out voting cards to customers / loyalty club members.
- Run a daily / weekly competition with incentives for staff members who obtain the most completed cards.
- Involve weekend staff in the voting, it’s a great excuse for them to talk to your customers!
- Brief staff members daily / weekly as to total number of votes gained.
- If you play Garden Radio in your centre, add a “vote for us” message.
- Ensure customers can find pens / pencils to fill out the cards.
- Place a couple of chairs by your voting table so that customers who wish to can sit down and write their vote for you.
- Make the time to read through some of the voting cards before you post them off to us, they will contain some really positive insights as to why your customers come back to you time after time.

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