



Course Catalog - 2025



Simple Plant Solutions- Annuals



Simple Container Gardening Tips for Success

Dave Konsoer -

Proven Winners Vice President of Sales

Year Published - 2022

Length: 1:41

Link: <https://www.youtube.com/watch?v=yfKROerX9ic>

If you want your containers and hanging baskets to really shine, follow these simple container gardening tips for success.



How to Be Super Successful with Superbells®

Dave Konsoer -

Proven Winners Vice President of Sales

Year Published - 2022

Length: 1:55

Link: <https://www.youtube.com/watch?v=0vA8LLqWYaA->

Superbells *Calibrachoa* are a must-have for containers and hanging baskets. Here are a few tips to help your customers to have success with these vibrant beauties!



Easy Care Plants for Beginners

Dave Konsoer -

Proven Winners Vice President of Sales

Year Published - 2022

Length: 4:38

Link: <https://www.youtube.com/watch?v=0vA8LLqWYaA>

There are a ton of new gardeners itching to create their own garden spaces. Here are some great, easy care plants to suggest for guaranteed success!



Heart to Heart® Caladiums

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2021

Length: 1:50

Link: <https://www.youtube.com/watch?v=pGAca69Ndaw>

Learn more about these unique foliage varieties that are must-haves for any gardener.

Simple Plant Solutions- Annuals



Plants for Early Spring Sales

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2020

Length: 1:37

Link: https://youtu.be/27O0yG_hrno

Tired of recommending pansies for cooler climates or early season color? Here are plants you can suggest to your customers that will perform throughout spring, summer, and fall?



Annuals for Warm Climates and Heat Tolerance

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2020

Length: 1:33

Link: <https://youtu.be/9wYcExaqQPs>

Check out our "The Heat is On!" collection, made up of Proven Winners go-to varieties for Southern and mid-summer heat-loving plants.



Understanding Supertunias -

Know the Difference

Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2018

Length: 3:27

Link: <https://youtu.be/7w9fupxddv8>

Learn the differences within the Supertunia collection and suggestions for your customer's needs.



Iconic Annuals

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2018

Length: 3:26

Link: <https://youtu.be/faWAigKHpks>

Learn about the Top 10 best-selling annuals and what has made them popular.

Simple Plant Solutions- Annuals



Fertilizer Tips for Supers

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2023

Length: 1:48

Link: <https://youtu.be/uWvafYuINTA>

Fertilizer is essential for plants to do well. Especially work-horse plants like Supertunia, Superbells and Superbena that have prolific blooms all season long.

Our Shady Go-To's (Annuals & Perennials)

Kerry Meyer - Horticultural Expert

Year Published - 2017

Length: 2:38

Link: <https://youtu.be/nQsfLK8gMJg>

Go to Annuals and Perennials that you can suggest for shady areas.

3 Essential Plants for New Gardeners (Annual, Perennial & Shrub)

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2021

Length: 2:01

Link: <https://youtu.be/eC2ROzlqvgQ>

Learn more about 3 plants that you should recommend to every new gardener.

Heart to Heart Caladiums

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2024

Length: 2:18

Link: <https://youtu.be/WMOGp7dUCX8>

Learn everything you'll need to know about our beautiful Caladiums. and how to create a tropical look in containers and landscapes.

Simple Plant Solutions- Annuals



Tips for the Shaded Window Boxes

Heather Poire - Retail Solutions Manager

Year Published - 2024

Length: 2:30

Link: <https://youtu.be/Nb5yO-jfg10>

Learn how to create beautiful window boxes for shady spots



Heat Loving Plants

Amy Howard - Retail Solutions Manager

Year Published - 2024

Length: 3:34

Link: <https://youtu.be/Q7elbNJ7fT4>

Discover which plants will work best when temperatures rise and enjoy our tips for those who garden in hot and humid climates.



Create a Moon Garden

Heather Poire - Retail Solutions Manager

Year Published - 2024

Length: 2:23

Link: <https://youtu.be/BvLfmcvcD4g>

Enjoy your garden in the evening with white and silver plants that reflect the moon's light.



New 2025 Annuals

Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2025

Length: 15:46

Link: <https://youtu.be/GwQze9kSvuo>

See what fresh choices Proven Winners is offering in 2025, including new varieties for containers, gardens, and landscapes.

Simple Plant Solutions- Perennials



Summerific Week

Jessica DeGraaf -

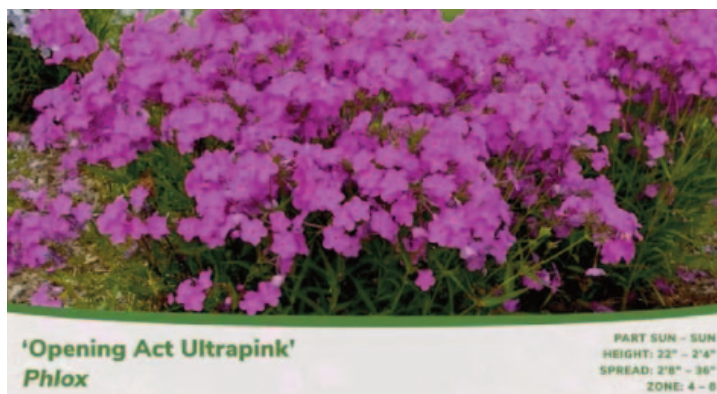
Proven Winners Director of Retail Accounts

Year Published - 2023

Length: 0:50

Link: <https://youtu.be/qKqboFDBdrs>

Each year in early August, we spend an entire week showcasing one of our best-selling classes of perennials Summerific Hibiscus. With a reach of approximately 4.3 million impressions in one week's time, you can be sure your customers will know it's Summerific week!



Phlox Reimagined

Heather Poire - Retail Solutions Manager

Year Published - 2023

Length: 0:48

Link: <https://youtu.be/0ERJfiK2J2Q>

Opening Act Phlox offers a new twist on one of the most popular types of perennials for traditional and native gardens.



All About Heuchera

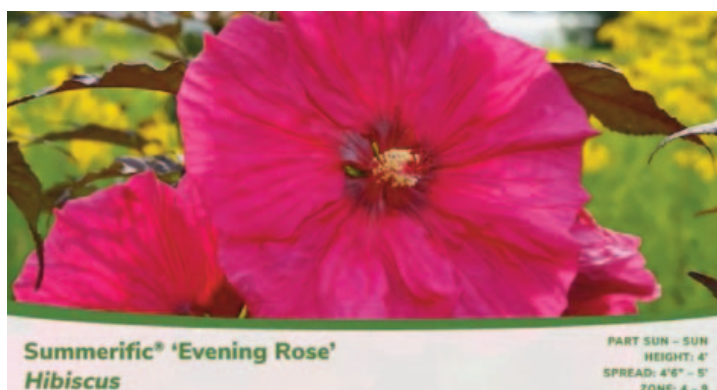
Heather Poire - Retail Solutions Manager

Year Published - 2023

Length: 1:32

Link: <https://youtu.be/X7Kbr5epr4E>

Heuchera is one of the most popular shade perennials for today's gardens. They're versatile, foliage-first plants with a long season of interest. All Heuchera like to be situated or planted in a moist but well-drained soil – they do not like "wet feet". Here are a few additional hints that you can share with your customers.



A Matter of Habit

Heather Poire - Retail Solutions Manager

Year Published - 2023

Length: 1:07

Link: <https://youtu.be/FvsYo3xlXxl>

The Summerific lineup has started a revival of sorts for Hardy Hibiscus due to their improved habits and flower power, by overcoming the tall, rangy habits of old. So what makes them so special?

Simple Plant Solutions- Perennials



Trimming and Deadheading Perennials

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2022

Length: 0:44

Link: <https://youtu.be/1i8D7iKE>

To trim or not to trim? This video provides a quick synopsis of how and when to trim your perennials.



Fall Maintenance Tips for Perennials

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2022

Length: 1:19

Link: <https://youtu.be/NdZmxZ57RuY>

Learn the best practices for fall maintenance and clean-up for perennial beds.



Fertilizing Perennials

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2022

Length: 1:33

Link: <https://youtu.be/SZGfwikaSTM>

This video provides a few quick recommendations on how and when to fertilize perennials.



Perennials with Low Water Requirements

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2022

Length: 1:56

Link: <https://youtu.be/rdKRDTI7GU0>

If you're located in an area with water restrictions, or simply do not have the time to water each day, here are some great perennials that have low water requirements yet still provide a ton of impact.

Simple Plant Solutions- Perennials



Plants that Stand the Extremes

Jessica DeGraaf -
Proven Winners Director of Retail Accounts
Year Published - 2022
Length: 2:02

Link: <https://youtu.be/Bqpgokxgpps>

Plants, like people, do not always love the extremes in temperature. This video provides a quick list of plants that survive and thrive under extreme environmental conditions.

Big & Bold Perennials

Jessica DeGraaf -
Proven Winners Director of Retail Accounts
Year Published - 2022
Length: 1:57

Link: <https://youtu.be/doCnmQT2Xus>

These perennials provide maximum impact and wow factor in the garden!

Small but Mighty Perennials

Jessica DeGraaf -
Proven Winners Director of Retail Accounts
Year Published - 2022
Length: 1:55

Link: <https://youtu.be/G3tGOodiGgl>

Not every customer has a huge garden--these small but mighty perennials provide maximum color and impact in a much smaller footprint.

Proven Winners Perennial FAQs

Jessica DeGraaf -
Proven Winners Director of Retail Accounts
Year Published - 2021
Length: 2:02

Link: <https://youtu.be/mAk9OPCVDLM>

Learn more about the best time to plant perennials, how to fertilize, and more!

Simple Plant Solutions- Perennials



Rainbow Rhythm®- Behind the Plant

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2020

Length: 2:46

Link: https://youtu.be/DDNyFe_lhmk

Learn about how Rainbow Rhythm® Daylilies come to market.



Fragrant Perennials

Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2018

Length: 2:11

Link: <https://youtu.be/dMa5JFbx37E>

Your customers love plants with fragrance. Learn about some of the best perennials that provide beauty and fragrance in the garden.



Using Perennials for Cut Flowers

Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2018

Length: 4:53

Link: <https://youtu.be/BA4JeRfPqG4>

Learn what flowering and foliage perennials varieties work best as cut flowers.



Perennials Ideal for Zones 9

Proven Winners

Year Published - 2020

Length: 2:06

Link: <https://youtu.be/f-Faf3rwBXc>

Zone 9 is not only hot, but may be either extremely humid or extremely arid. Here is an extensive list of Proven Winners® perennials that will survive in zone 9.

Simple Plant Solutions- Perennials



3 Perennials that Attract Pollinators

Jessica DeGraaf -

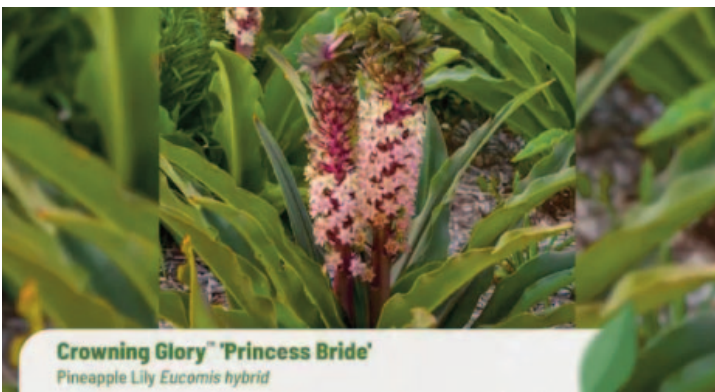
Proven Winners Director of Retail Accounts

Year Published - 2017

Length: 1:42

Link: <https://youtu.be/Lj3lBmlwNvc>

Learn about three go-to perennials that will attract pollinators year after year.



Crowning Glory Eucomis Collection

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2024

Length: 1:40

Link: <https://youtu.be/cjBexO01JbM>

Learn more about one of our new perennials, the pineapple lily!



Rain Gardens

Heather Poire - Retail Solutions Manager

Year Published - 2024

Length: 3:09

Link: <https://youtu.be/Q7elbNJ7fT4>

Is water pooling in your yard, or running down your driveway after a heavy rain? If so, a rain garden might be the solution for your yard and for the environment.

Simple Plant Solutions- Shrubs



8 Deer Proof Shrubs

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2023

Length: 5:30

Link: <https://youtu.be/54Dq6L3q0jo>

Our Deer Proof program includes some of our most popular, reliable shrubs, but we've added an insignia to their containers and tags to let your customers know they are less likely to be damaged by deer.



Shrubs with Fabulous Foliage

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2023

Length: 6:48

Link: https://youtu.be/7_PvljLvZAU

These 13 shrubs offer fabulous foliage and are a great example of a variety that can easily complement most plant purchases and become an add-on sale.



Shrubs That Can Take the Heat

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2023

Length: 5:34

Link: <https://youtu.be/sbwaU4SsxCk>

Let's take a look at these 8 shrubs that can take the heat, bearing in mind that your climate and unique topographical features will determine their overall ability to thrive.



Big & Bold vs Small & Mighty Shrubs

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2022

Length: 9:08

Link: <https://youtu.be/pmU8oUGZcj8>

Your customers have lots of different spaces--from large, sprawling backyards to small patios. Here are some great recommendations for Proven Winners ColorChoice Shrubs that fit any garden space.

Simple Plant Solutions- Shrubs



Tips for Success Growing Shrubs in Containers

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2022

Length: 9:08

Link: <https://youtube.com/watch?v=EbQEfpOoUOU>

Shrubs are beautiful in the landscape, but they provide even more wow-factor in mixed containers. Learn more about how to be successful with shrubs in container gardens.

Fire Wise Shrubs

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2022

Length: 1:34

Link: <https://youtu.be/gBr5GlbD5eM>

High water content shrubs that are less likely to ignite in a wildfire.

Drought Tolerant Shrubs

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2022

Length: 1:52

Link: <https://youtu.be/CFEa60VhrBw>

Whether you live in a hot, dry climate, or simply have dry areas of the landscape, here are suggestions for shrubs that have low moisture requirements.

Shrubs for Wet Sites

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2022

Length: 2:07

Link: <https://youtu.be/tPTY5DvkIME>

Wet planting sites can often cause problems for plants. Learn about some of the best shrubs to plant in areas that are wet throughout the season.



Simple Plant Solutions- Shrubs



Shrubs with Wide Hardiness Zones

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2022

Length: 2:03

Link: <https://youtu.be/6uZDU4NErcs>

Wet planting sites can often cause problems for plants. Learn about some of the best shrubs to plant in areas that are wet throughout the season.



Deck Out Your Containers with Proven Winners ColorChoice Flowering Shrubs

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2022

Length: 1:43

Link: <https://youtube.com/watch?v=X26ktZyr3qQ>

Join Natalie Carmolli as she shares tips for selling shrubs in deco-containers at retail.



Proven Winners ColorChoice Shrubs FAQs

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2021

Length: 1:53

Link: <https://youtu.be/0DAG55pTBA4>

If you have customers looking for privacy, join Jessica as she shares great ideas for creating a living screen and more commonly asked consumer questions.



Proven Winners ColorChoice Shrubs for Heat and Humidity

Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2021

Length: 1:54

Link: <https://youtu.be/seZEANyszf4>

We've expanded our lineup of shrubs selected for heat and humidity tolerance. Learn more about some of our top selections and what sets them apart.

Simple Plant Solutions- Shrubs



Ornamental Trees

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2020

Length: 4:00

Link: https://youtu.be/wyxU_FmqEo

Learn about the 7 new ornamental trees that have been added to the Proven Winners line



Salt Tolerant Shrubs

Natalie Carmolli -

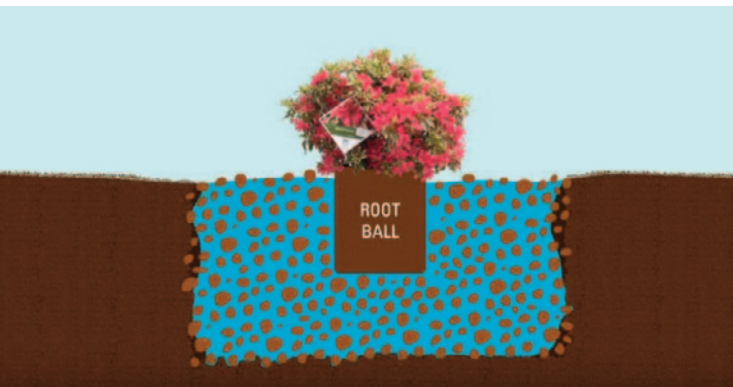
Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2020

Length: 4:07

Link: <https://youtu.be/mKT-J6Bs8Jc>

Learn what Proven Winners ColorChoice shrubs work best when planting in areas that will be exposed to elevated levels of salinity.



What is Bathtub Effect?

Stacey Hirvela -

Spring Meadow Nursery Marketing Manager

Year Published - 2019

Length: 1:34

Link: <https://youtu.be/ZVNzi2uotv0>

Help your customers avoid planting shrubs incorrectly.



A look at our Plant Tags

Stacey Hirvela -

Spring Meadow Nursery Marketing Manager

Year Published - 2019

Length: 3:24

Link: <https://youtu.be/KEwDFeaytg0>

Understand plant tags to assist you customers.

Simple Plant Solutions- Shrubs



Top Three Tips for Butterfly Bush

Stacey Hirvela -

Spring Meadow Nursery Marketing Manager

Year Published - 2019

Length: 1:34

Link: <https://youtu.be/Vz-LiCfHTC8>

Three tips to share with home gardeners on how to be successful with butterfly bushes.



Hummingbird Attractors

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2020

Length: 3:10

Link: <https://youtu.be/jGSK5Ezkz78>

If you want to provide suggestions for low maintenance, easy care plants that attract hummingbirds, these shrubs would be a great option.



3 Must-Have Shrubs for Shade

Natalie Carmolli -

Spring Meadow Nursery Shrub & Tree Expert

Year Published - 2021

Length: 2:43

Link: https://youtu.be/liVBr_QXwCc

Customers come in asking for options for shade. Here are great shrubs to recommend for shade to partial shade locations.



2024 Shrubs of the Year

Amy Howard - Retail Solutions Manager

Year Published - 2024

Length: 2:25

Link: https://youtu.be/Xc3oF_nEBms

Learn more about the plants that have been chosen for our 2024 National Shrubs of the Year program.

Simple Plant Solutions- Shrubs



The Three B's of Gardening in

Southern Climates

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2023

Length: 5:58

Link: <https://youtu.be/WMOGp7dUCX8>

Learn about the Three B's – bones, berries and bark.



Deer Proof Shrubs

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2024

Length: 2:10

Link: <https://youtu.be/JcBksmTZInE>

Oh Deer! Let's help those customers with deer problems with our selection of Deer Proof™ Shrubs.



Top Shrubs for Season-Long Color

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2024

Length: 7:24

Link: https://youtu.be/jlgT_kRb9QY

Learn which shrubs to recommend to customers who desire season-long color



Deer Proof Shrubs

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2025

Length: 2:15

Link: <https://youtu.be/y-edlhtwHY>

If you have problems with deer helping themselves to the plants in your beautiful garden, of your hard work, we have a solution for you. With over 40+ cultivars, Proven Winners Deer Proof Shrubs offer something for nearly every landscape need.

Simple Plant Solutions- Shrubs



The Latest Set of Boxwood Alternatives

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2025

Length: 2:32

Link: <https://youtu.be/y-edlhtwHY>

Boxwoods are classic shrubs for many reasons, but they may not fit the bill for every customer. That's why we offer boxwood alternatives. We want to make it easy for you to recommend these choices to your customers.



Proven Winners

Color Choice Trees

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2025

Length: 5:44

Link: <https://youtu.be/y-edlhtwHY>

Meet our line of 16 Color-Choice ornamental trees. With many benefits including disease resistance and multi-season appeal, these trees hold strong retail appeal.

Simple Plant Solutions- Hydrangeas



A New Vision for Reblooming Hydrangeas

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2023

Length: 6:02

Link: <https://youtu.be/tk2-5FaTGeA>

Strategic - Innovative - Proven. These aren't words that typically leap to mind when thinking about hydrangeas. But they are the ones that define the approach to the Let's Dance series of reblooming hydrangeas.



What Makes our Hydrangeas Different?

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2022

Length: 5:45

Link: <https://youtu.be/SNrBfUlnAd4>

Wet planting sites can often cause problems for plants. Learn about some of the best shrubs to plant in areas that are wet throughout the season.



3 Tips to Help you Sell

Little Lime Hydrangea

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2021

Length: 1:43

Link: <https://youtu.be/1mFKYYb3fsk>

Learn more about the 3 benefits that set Little Lime Hydrangea apart and why this matters for your customers.



3 Essential Hydrangea paniculatas

Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2021

Length: 2:39

Link: <https://youtu.be/xnG4PG7aQIA>

Hydrangeas abound at the garden center. Learn more about 3 key paniculata hydrangeas every garden center needs to carry.

Simple Plant Solutions- Hydrangeas



Hydrangea Stem Strength

Natalie Carmolli -

Spring Meadow Nursery/Shrub and Tree Expert

Year Published - 2023

Length: 2:02

Link: <https://youtu.be/JbDYP3CjsVI>

Here are a few specific techniques you can pass on to your customers to help them grow stunning hydrangeas



Picking the Perfect paniculata Hydrangea

Stacey Hirvela -

Spring Meadow Nursery Marketing Manager

Year Published - 2019

Length: 3:33

Link: <https://youtu.be/3uOjaaTmX-Q>

How to help your customers pick the perfect paniculata hydrangea for their garden.



Hydrangea Color

Stacey Hirvela -

Spring Meadow Nursery Marketing Manager

Year Published - 2019

Length: 2:46

Link: https://youtu.be/taMJ1p7_2mo

How to help your customers understand how to keep their hydrangeas blue if they are turning pink.



Hydrangea Problem Solving

Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2018

Length: 4:29

Link: <https://youtu.be/ljD9AEpwAxQ>

Learn a few tips to help your customers determine why their Hydrangeas aren't blooming.

Simple Plant Solutions- Hydrangeas



Summer Blooming Hydrangeas

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2024

Length: 2:24

Link: <https://youtu.be/BswlefV4aXc>

Learn which hydrangeas you'll want to recommend to customers who want to enjoy these huge blooms all summer long!



What Determines Hydrangea Color

Kristina Howley - Horticulture Content Specialist

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2025

Length: 5:30

Link: <https://youtu.be/PX8OXIzRYVU>

It's time to clear up once and for all what makes a hydrangea a certain color. Genetics? Soil composition? Species? We'll address those aspects and more, answering all your hydrangea color questions, including how to get the color you want.



Pruning vs. Deadheading

Kristina Howley - Horticulture Content Specialist

Year Published - 2025

Length: 2:24

Link: <https://youtu.be/HvXbAhOTVcM>

Join one of our experts to learn about the difference between deadheading and pruning, best practices related to each, and how to know when to do either in plant maintenance care.

leafjoy



Our leafjoy program

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2023

Length: 3:33

Link: <https://youtube.com/watch?v=oV2wLVNS3to>

The leafjoy program was built from the ground up with the consumer in mind. We created four “where to use” plant collections based on light levels and plant care environments most consumers have in their homes or office.

An update on our gorgeous leafjoy houseplants!

Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2024

Length: 5:00

Link: <https://youtube.com/watch?v=0rCTNjUjicA&t=41s>

Houseplants have never been hotter! Yet many IGC's struggle to find clean, premium genetics in reasonable quantities to fill their displays. Now there's a better way to meet this market opportunity.



General Gardening Knowledge



Container Gardening 101

Heather Poire - Retail Solutions Manager

Year Published - 2023

Length: 2:00

Link: <https://youtu.be/lab8cls1pqs>

One gardening trend which hasn't gone away is container gardening! Gardening spaces come in all shapes and sizes. While it's pretty simple to learn, there are a few things you'll want to share with your customers.

Container Gardening 101 Continued

Heather Poire - Retail Solutions Manager

Year Published - 2023

Length: 4:12

Link: <https://youtu.be/faHfxUIK4Zw>

When talking to your customers about container gardening, remember, it's not just about the plants, You heard me correctly! Let's talk about a few non-plant related items that play a huge role in container gardening.

NPK Explained

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2023

Length: 1:25

Link: <https://youtu.be/trYLhTCP9jM>

Let's talk a bit about N-P-K and the role that these elements play in plant growth. By understanding their roles, it helps you to better direct your customers to the fertilizer appropriate for their plant purchases.

When to Fertilize

Jessica DeGraaf -

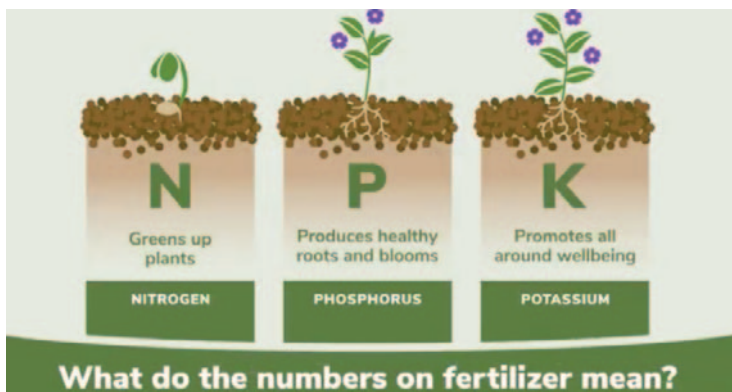
Proven Winners Director of Retail Accounts

Year Published - 2023

Length: 1:14

Link: https://youtu.be/WsBou6_X5v0

What is the best time to water/fertilize and what to advice your consumers who forget to water and return home to their Petunia basket is drooping.



General Gardening Knowledge



Keep Containers Singing

Kerry Meyer - Horticultural Expert

Year Published - 2017

Length: 3:13

Link: <https://youtu.be/buOJciMqBEc>

Keeping containers healthy all season long.

Back to Basics Sun & Shade

Heather Poire - Retail Solutions Manager

Year Published - 2023

Length: 1:34

Link: <https://youtu.be/b9-oplkSafk>

We've long known certain plants have requirements to grow and thrive. The good news is most of the information you need to help plants thrive can be found on the plant tags such as care information, fertilizer needs, expected height and width, and light requirements.

Plant Pairings and What Does Vigor Have to do With It

Heather Poire - Retail Solutions Manager

Year Published - 2023

Length: 1:17

Link: <https://youtu.be/rsA2rUgwSYw>

All plants are given a vigor rating on a scale of 1 to 4 based on how big and quickly they grow. Learn more about vigor and why it matters.

The ABC's of Native Bees

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2018

Length: 2:05

Link: <https://youtu.be/VDgjc3Zypg>

Learn about the benefits of native bees and how you can become involved with helping customers attract them.



General Gardening Knowledge



AquaPots

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2023

Length: 2:15

Link: https://youtu.be/Cfu8UV3_IJg

Take the guesswork out of plant care with our AquaPots self-watering containers. Choose one of our three options and help your customers take their container recipes to the next level!

Deck Out Your Containers with Proven Winners

ColorChoice Shrubs

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2021

Length: 1:43

Link: <https://youtu.be/X26ktZyr3qQ>

Join Natalie Carmolli as she shares tips for selling shrubs in deco-containers at retail

Tips for Success with Shrubs in Containers

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert

Year Published - 2022

Length: 4:12

Link: <https://youtu.be/EbQEFpOoUOU>

Shrubs are beautiful in the landscape, but they can also provide even more wow-factor in mixed containers. Learn more about how to be successful with shrubs in container gardens.

How to Plant the Eco+ Grandé Pot

Danny Mishek - Inventor of Eco+ Pot

Year Published - 2023

Length: 0:52

Link: <https://youtu.be/EWCrvsSFFds>

Learn how to plant our Eco+ Grande® containers right in your garden or container



General Gardening Knowledge



Grow These Plants for Pollinators

Heather Poire - Retailer Solutions Manager

Year Published - 2025

Length: 4:07

Link: <https://youtu.be/tJnRi-DV39k>

Attracting pollinators is fun for gardeners and great for the environment. Draw them to and keep them in your garden with these hand-selected varieties that are perfect for your garden and landscaping.



Flowers That Attract Hummingbirds

- Red, orange and yellow flowers are favorites of hummingbirds
- They will visit other flowers as well if the

Best Plants to Attract Hummingbirds

Caitlin Hupp - Retailer Solutions Manager

Year Published - 2025

Length: 4:38

Link: <https://youtu.be/6yRzTNugxiU>

Hummingbirds are charming additions to any landscape, but you have to think like one to attract one. See how you can bring these beauties to your garden without the mess and maintenance of feeders.



Gardening on Balconies and Small Patios

- How much space you have to work with
- Is your space windy
- Will you be able to easily water your plants

Balcony Garden and Small Patio Hacks for Renters and Urban Dwellers

Amy Howard - Retailer Solutions Manager

Year Published - 2025

Length: 5:04

Link: <https://youtu.be/GyYNUsg3yJ8>

Follow our 6 tips for maximizing your gardening potential in smaller spaces and it will be a breeze to nail the weight, consider sun exposure, defend from wind, meet water needs, maximize space, and create privacy wherever you live.



Eclipse of the Sun

- Included varieties:
- Rockapulco®
Tropical Shades
Impatiens walleriana
- Sweet Caroline
Sweetheart Lime
Ipomoea hybrid
- Colorblaze®
Chocolate Drop
Coleus scutellarioides

5 Tips for Designing Containers Like a Pro

Amy Howard - Retailer Solutions Manager

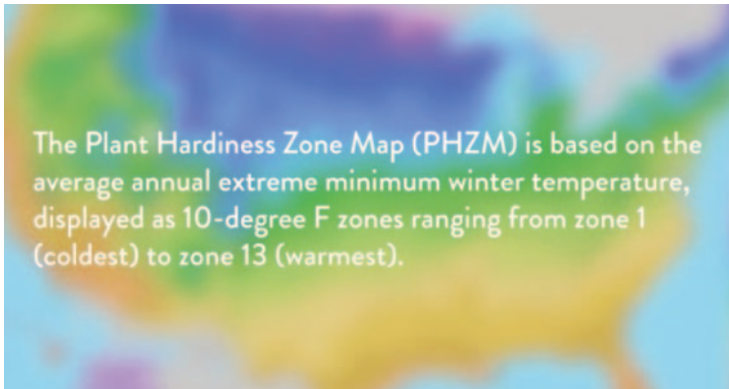
Year Published - 2025

Length: 5:12

Link: <https://youtu.be/o0OQALHtvJ0>

Our quick tips will prepare you for selecting plants, matching growth rates, perfecting visual interest, buying the correct amount of plants, and finding good ideas for containers.

General Gardening Knowledge



New USDA Plant Hardiness Zones

Stacey Hirvela - Marketing Manager

Year Published - 2025

Length: 6:58

Link: <https://youtu.be/W2uJF4LXN7k>

For the first time since 2012, the USDA has updated their map of plant hardiness zones. Learn about what that means for you and how you can stay on top of what plants will have the best success in your area.



Grow Your Own Cut Flowers

Caitlin Hupp - Retailer Solutions Manager

Year Published - 2025

Length: 6:32

Link: <https://youtu.be/QC1sSQDlaKg>

Take a look at our top picks for producing cut flowers if you want your own supply of beautiful choices through the blooming season.



Shopping for Deer Resistant Plants

Amy Howard - Retailer Solutions Manager

Year Published - 2025

Length: 4:17

Link: <https://youtu.be/0kGyvINNsg8>

As deer habitat dwindles, deer are increasingly eating in places they didn't used to, such as your garden. Learn about what will survive the curiosity of these hungry creatures and what will emit a scent they simply avoid.

The Best Plants for your Region



Annual Recommendations for zones

Canada, 5-6

Year Published - 2024

Length: 1:39

Link:

https://youtu.be/yO_LmN3YKhs?si=bMfBW73uH3HL2v-D

Discover our recommended Proven Winners annual plants for Canada. Specific to zones 5-6, these flowers will grow beautifully in containers, hanging baskets, or landscapes for all gardeners.



Perennial Recommendations for zones

Canada, 5-6

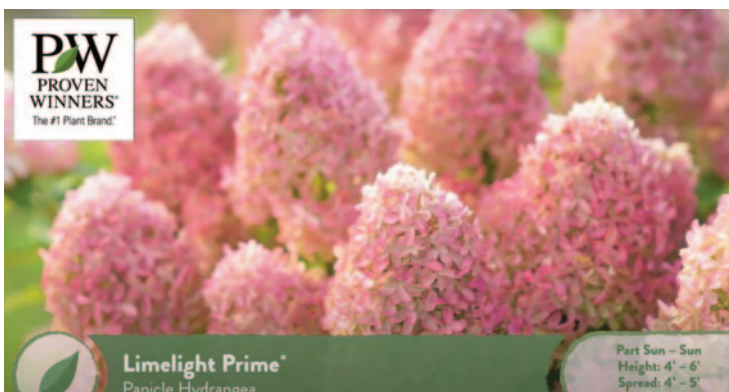
Year Published - 2024

Length: 1:39

Link:

<https://youtu.be/gORhYN7cJF8?si=WfJafMVTQJUiFkI8>

Discover our recommended Proven Winners perennials for Canada. Specific to zones 5-6, these flowers will grow beautifully for all gardeners.



Shrub Recommendations for zones

Canada, 5-6

Year Published - 2024

Length: 1:39

Link:

<https://youtu.be/NTB4IQ1F7dw?si=mwGiLrmy0HBOJMIR>

Discover our recommended Proven Winners Color Choice shrubs for Canada. Specific to zones 5-6, these plants will grow beautifully in the landscape.



Annual Recommendations for zones

Canada, 2-4

Year Published - 2024

Length: 1:39

Link:

<https://youtu.be/dXvGNIGdTFk?si=xceOaJvpHyEQ8Dq9>

Discover our recommended Proven Winners annual plants for Canada. Specific to zones 2-4, these flowers will grow beautifully in containers, hanging baskets, or landscapes for all gardeners.

The Best Plants for your Region



Perennial Recommendations for zones

Canada, 2-4

Year Published - 2024

Length: 1:39

Link:

<https://youtu.be/p1thIZfOZzA?si=wf5hCBYHifOLOQISu>

Discover our recommended Proven Winners perennials for Canada. Specific to zones 2-4, these flowers will grow beautifully for all gardeners.



Shrub Recommendations for zones

Canada, 2-4

Year Published - 2024

Length: 1:39

Link:

https://youtu.be/dtet_LNP8gk?si=oWYge06iJO7DjFD8

Discover our recommended Proven Winners Color-Choice shrubs for Canada. Specific to zones 2-4, these plants will grow beautifully in the landscape.



Annual Recommendations for the

Northern US zones 2-4

Year Published - 2024

Length: 1:39

Link:

<https://youtu.be/qYzmP-YWfw8?si=HLJlrnmwzBltdqsk>

Discover our recommended Proven Winners annual plants for the Northern United States. Specific to zones 2-4, these flowers will grow beautifully in containers, hanging baskets, or landscapes for all gardeners.



Perennial Recommendations for the

Northern US zones 2-4

Year Published - 2024

Length: 1:39

Link:

<https://youtu.be/lwldTNPjnuQ?si=hAmlGbuUJ5aSJdsY>

Discover our recommended Proven Winners perennials for the Northern United States. Specific to zones 2-4, these flowers will grow beautifully for all gardeners.

The Best Plants for your Region



Shrub Recommendations for the Northern US zones 2-4

Year Published - 2024

Length: 1:39

Link:

<https://youtu.be/KslxAWCvT2c?si=-w0ZS8EUH0ai1BTD>

Discover our recommended Proven Winners Color-Choice shrubs for the Northern United States. Specific to zones 5-6, these plants will grow beautifully in the landscape.



Annual Recommendations for the Northern US zones 5-6

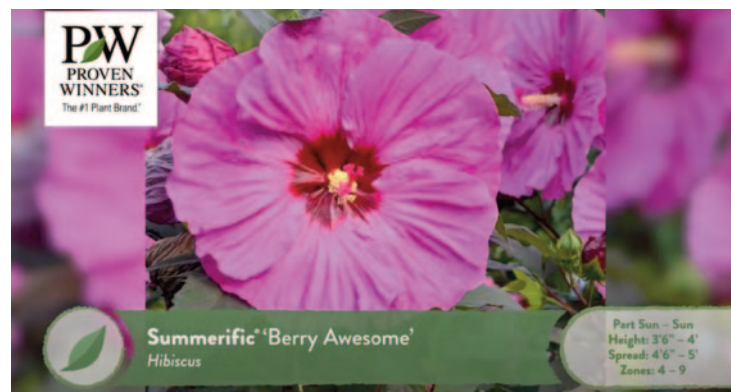
Year Published - 2024

Length: 1:39

Link:

<https://youtu.be/oTwgdpUH5iM?si=CabzhtrNjRdZ6i9v>

Discover our recommended Proven Winners annual plants for the Northern United States. Specific to zones 2-4, these flowers will grow beautifully in containers, hanging baskets, or landscapes for all gardeners.



Perennial Recommendations for the Northern US zones 5-6

Year Published - 2024

Length: 1:39

Link: <https://youtu.be/XB7A1MXbKZ0?si=xDx7zZjelZ06BWia>

Discover our recommended Proven Winners perennials for the Northern United States. Specific to zones 5-6, these flowers will grow beautifully for all gardeners.



Shrub Recommendations for the Northern US zones 5-6

Year Published - 2024

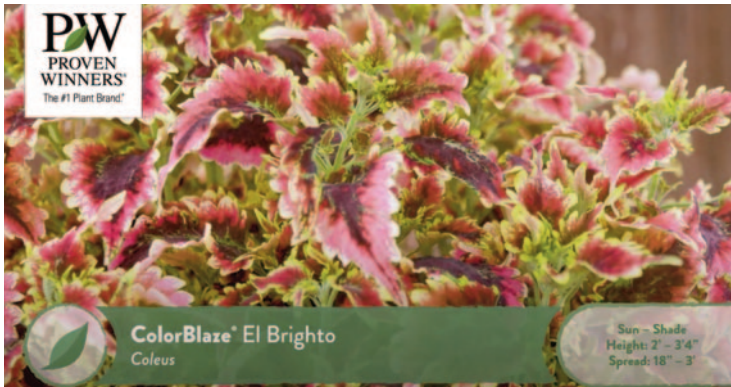
Length: 1:39

Link:

<https://youtu.be/KslxAWCvT2c?si=-w0ZS8EUH0ai1BTD>

Discover our recommended Proven Winners Color-Choice shrubs for the Northern United States. Specific to zones 5-6, these plants will grow beautifully in the landscape.

The Best Plants for your Region



Annual Recommendations for the Pacific Northwest US zones 7-9

Year Published - 2024

Length: 1:39

Link:

<https://youtu.be/MoSMe7Z37aA?si=Rc3sSxbv0u0EZNIb>

Discover our recommended Proven Winners annual plants for the Northern United States. Specific to zones 7-9, these flowers will grow beautifully in containers, hanging baskets, or landscapes for all gardeners.

Perennial Recommendations for the Pacific Northern US zones 7-9

Year Published - 2024

Length: 1:39

Link:

<https://youtu.be/0d4vb6p0daA?si=OvHFQtmFK2VL0Uj9>

Discover our recommended Proven Winners perennials for the Northern United States. Specific to zones 7-9, these flowers will grow beautifully for all gardeners

Shrub Recommendations for the Pacific Northern US zones 7-9

Year Published - 2024

Length: 1:39

Link:

<https://youtu.be/9wH5N0IXIEs?si=85QXIXeeco-zMcu9>

Discover our recommended Proven Winners ColorChoice shrubs for the Pacific Northern United States. Specific to zones 7-9, these plants will grow beautifully in the landscape

Annual Recommendations for the Pacific Northwest US zones 4-6

Year Published - 2024

Length: 1:39

Link: <https://youtu.be/w2DdtiVYKXg?si=MhMJnelAzk1bSXw5>

Discover our recommended Proven Winners annual plants for the Pacific Northern United States. Specific to zones 4-6, these flowers will grow beautifully in containers, hanging baskets, or landscapes for all gardeners.



The Best Plants for your Region



Perennial Recommendations for the Pacific Northern US zones 4-6

Year Published - 2024

Length: 1:39

Link:

https://youtu.be/sO0DQcIYlas?si=fRjmpla_aS4HBgO

Discover our recommended Proven Winners perennials for the Pacific Northern United States. Specific to zones 4-6, these flowers will grow beautifully for all gardeners.



Shrub Recommendations for the Pacific Northern US zones 4-6

Year Published - 2024

Length: 1:39

Link:

<https://youtu.be/7HWIs1MWHGo?si=6K6QNywm5v5DMp>

Discover our recommended Proven Winners ColorChoice shrubs for the Pacific Northern United States. Specific to zones 4-6, these plants will grow beautifully in the landscape.



Annual Recommendations for the Midwest & Great Lakes US zones 4-6

Year Published - 2024

Length: 1:39

Link: <https://youtu.be/Gz1V5ftWJEA?si=0r6N9XkSzvW5733M>

Discover our recommended Proven Winners annual plants for the Midwest & Great Lakes United States. Specific to zones 4-6, these flowers will grow beautifully in containers, hanging baskets, or landscapes for all gardeners.



Perennial Recommendations for the Midwest & Great Lakes US zones 4-6

Year Published - 2024

Length: 1:39

Link: <https://youtu.be/HRGFBi0paZ8?si=GIFGbFaeaclug5hz>

Discover our recommended Proven Winners perennials for the Midwest & Great Lakes United States. Specific to zones 4-6, these flowers will grow beautifully for all gardeners.

The Best Plants for your Region



Shrub Recommendations for the Midwest & Great Lakes US zones 4-6

Year Published - 2024

Length: 1:39

Link: <https://youtu.be/KZkEpTK4M5w?si=Qnsm6-Et09LP7BJg>
Discover our recommended Proven Winners ColorChoice shrubs for the Midwest & Great Lakes United States. Specific to zones 4-6, these plants will grow beautifully in the landscape



Annual Recommendations for the Northeast Mid-Atlantic US zones 4-5

Year Published - 2024

Length: 1:39

Link: <https://youtu.be/LaG4iPbUbT4?si=zsmENXIH4iiCUafb>
Discover our recommended Proven Winners annual plants for the Northeast Mid-Atlantic United States. Specific to zones 4-5, these flowers will grow beautifully in containers, hanging baskets, or landscapes for all gardeners.



Perennial Recommendations for the Northeast Mid-Atlantic US zones 4-5

Year Published - 2024

Length: 1:39

Link: <https://youtu.be/eJe-lz9Nkq8?si=ZJy6VYxYJzq1Kf59>
Discover our recommended Proven Winners perennials for the Northeast Mid-Atlantic United States. Specific to zones 4-5, these flowers will grow beautifully for all gardeners.



Shrub Recommendations for the Northeast Mid-Atlantic US zones 4-5

Year Published - 2024

Length: 1:39

Link: <https://youtu.be/4X6n2zF3JBY?si=NhcKnuAIR2ODiWvo>
Discover our recommended Proven Winners ColorChoice shrubs for the Northeast Mid-Atlantic United States. Specific to zones 4-5, these plants will grow beautifully in the landscape.

The Best Plants for your Region



Annual Recommendations for the Midwest US zones 6-7

Year Published - 2024

Length: 1:39

Link: https://youtu.be/l5Aal_NlQeE?si=hIT422xmiVY1nDbg
Discover our recommended Proven Winners annual plants for the Northeast Mid-Atlantic United States. Specific to zones 4-5, these flowers will grow beautifully in containers, hanging baskets, or landscapes for all gardeners



Perennial Recommendations for the Midwest US zones 6-7

Year Published - 2024

Length: 1:39

Link: <https://youtu.be/wgXZpQgVfo8?si=4DICzlnCC65hjfTI>
Discover our recommended Proven Winners perennials for the Northeast Mid-Atlantic United States. Specific to zones 4-5, these flowers will grow beautifully for all gardeners.



Shrub Recommendations for the Midwest US zones 6-7

Year Published - 2024

Length: 1:39

Link: <https://youtu.be/KuJOPzJLqGU?si=Ju-wHXWmLHh8-QaM>
Discover our recommended Proven Winners ColorChoice shrubs for the Northeast Mid-Atlantic United States. Specific to zones 4-5, these plants will grow beautifully in the landscape.



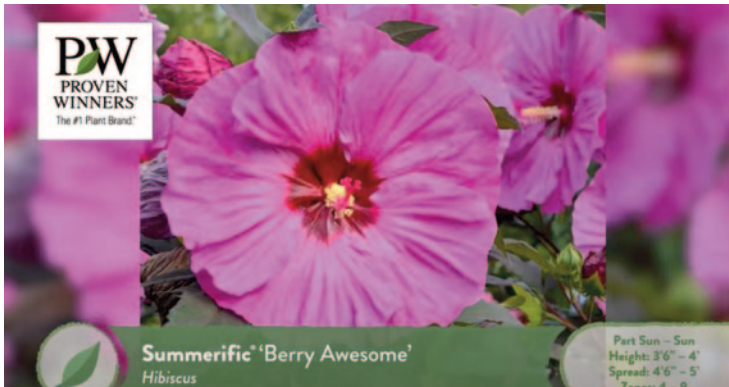
Annual Recommendations for the Southwest & California US zones 4-7

Year Published - 2024

Length: 1:39

Link: <https://youtu.be/eZ0K0u91bJQ?si=saiKkHft7QNON7dp>
Discover our recommended Proven Winners annual plants for the Southwest & California United States. Specific to zones 4-7, these flowers will grow beautifully in containers, hanging baskets, or landscapes for all gardeners.

The Best Plants for your Region



Perennial Recommendations for the Southwest & California US zones 4-7

Year Published - 2024

Length: 1:39

Link: <https://youtu.be/tMtPRAJIO7g?si=Equ1b7qIFmVB4XDg>

Discover our recommended Proven Winners perennials for the Southwest & California United States. Specific to zones 4-7, these flowers will grow beautifully for all gardeners.

Shrub Recommendations for the Southwest & California US zones 4-7

Year Published - 2024

Length: 1:39

Link: https://youtu.be/L2StOpzCbwk?si=7LH2NhpDVf6-m_oJ

Discover our recommended Proven Winners ColorChoice shrubs for the Southwest & California United States. Specific to zones 4-7, these plants will grow beautifully in the landscape.

Annual Recommendations for the Southeast US zones 7-8

Year Published - 2024

Length: 1:39

Link: <https://youtu.be/eZ0K0u91bJQ?si=cl1OPkonIEyalb7c>

Discover our recommended Proven Winners annual plants for the Southeast United States. Specific to zones 7-8, these flowers will grow beautifully in containers, hanging baskets, or landscapes for all gardeners.

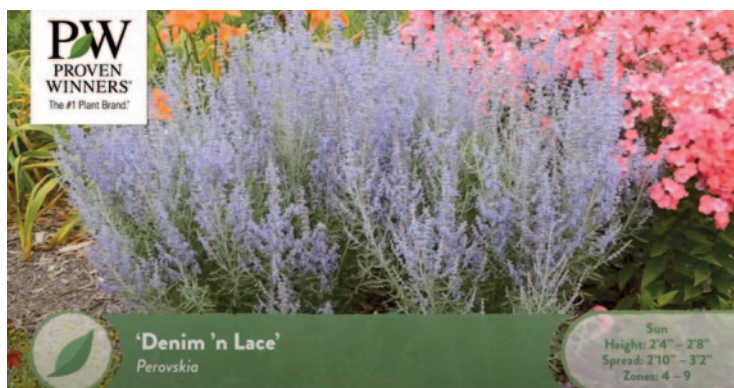
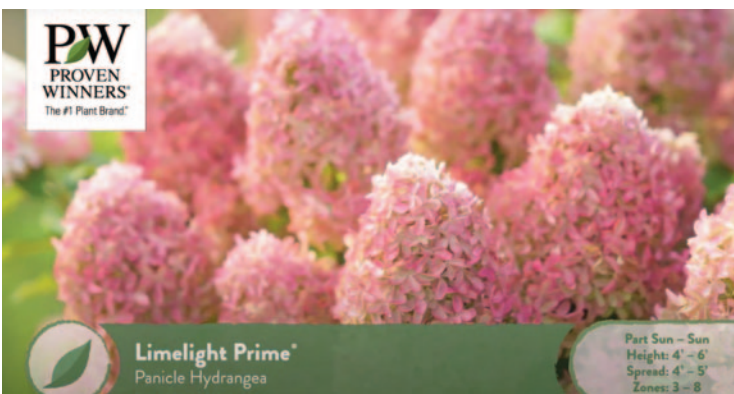
Perennial Recommendations for the Southeast US zones 7-8

Year Published - 2024

Length: 1:39

Link: <https://youtu.be/XJXC1PEV7xw?si=TPVyNopWZpmsOTwY>

Discover our recommended Proven Winners perennials for the Southeast United States. Specific to zones 7-8, these flowers will grow beautifully for all gardeners.



The Best Plants for your Region



Shrub Recommendations for the Southeast US zones 7-8

Year Published - 2024

Length: 1:39

Link:

<https://youtu.be/ioRNA8vEaQY?si=yWowH43KzFcHRh72>

Discover our recommended Proven Winners Color-Choice shrubs for the Southeast United States. Specific to zones 7-8, these plants will grow beautifully in the landscape.

General Topics for Professionals



Innovative Marketing



Inventory Listing



#SummerificWeek

3 Million
ACROSS
NORTH AMERICA



Eco+ Grande™ Container

Introduction to Proven Winners

Dave Konsoer - Proven Winners Vice President of Sales
Year Published - 2021

Length: 0:42

Link: <https://youtu.be/kR4LejdP8Go>

Learn more about the Proven Winners brand and what sets it apart at retail and for the consumer.

Inventory Listing

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2023

Length: 0:55

Link: <https://youtu.be/88DIEM4wkDM>

Thousands of times per season, consumers ask which of their local stores carry specific Proven Winners varieties. For our enhanced and elite connect+ subscribers we've developed a way to track and relay this information to consumers.

Summerific Week

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2023

Length: 0:50

Link: <https://youtube.com/watch?v=qKqboFDBdrs>

Each year in early August, we spend an entire week showcasing one of our best-selling classes of perennials – Summerific Hibiscus.

Sustainability

Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2023

Length: 1:36

Link: <https://youtu.be/YuJAX8G1lq8>

At Proven Winners we believe it's our responsibility as leaders in the industry to seek out and invest in sustainable practices. This year there will be 3 million plant-based Eco+ Grande® containers on garden center benches across North America,

General Topics for Professionals



Proven Pollinators™ Program

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2024

Length: 2:01

Link: <https://youtu.be/5MQX3YyWiU0>

Bees, butterflies, and hummingbirds play a critical role in plant reproduction and our vital to our every day food supply. Inspire home gardeners to create pollinator-friendly gardens with our Proven Pollinators™ Program



7 Retail Merchandising Strategies to Drive Sales

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2020

Length: 1:18

Link: <https://youtu.be/ynTJCxA6SaI>

Merchandising is a key strategy to increase sales and enhance your customer's buying process. Here are 7 tips to take your in-store displays to the next level.



Pink Day Overview

Dave Konsoer - Proven Winners Vice President of Sales

Year Published - 2018

Length: 2:16

Link: https://youtu.be/VGh21QLN_Y0

What is a Pink Day and how to get started.



Garden Answer Social Media Tips

Laura LeBoutillier - Garden Answer

Year Published - 2019

Length: 15:59

Link: <https://youtu.be/a92iik7skYE>

Learn some quick tips from Laura on how to make time for social media by making it simple.

General Topics for Professionals



Proven Winners Destination, Step by Step

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2018

Length: 5:03

Link: <https://youtu.be/NWauWX5FmZ4>

Learn the benefits and profit opportunities of creating a Proven Destination



Garden Center Destination Tips

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2019

Length: 4:33

Link: <https://youtu.be/JgreE-QJH3A>

Learn ways to increase your sales by make your garden center more inviting and easier to shop.



How to Build a Display

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2018

Length: 2:24

Link: <https://youtu.be/CjthQwclnHY>

Learn how to quickly build a destination display or endcap for annuals, perennials or Proven Winners ColorChoice flowering shrubs.



Laura's Tips for the Season - Fertilizing

Laura LeBoutillier - Garden Answer

Year Published - 2017

Length: 2:42

Link: <https://youtu.be/lxyixJNQtwl>

Learn how, what, why and when to fertilize at your garden center.

General Topics for Professionals



Laura's Tips for the Season - Daily Garden Center Checklist

Laura LeBoutillier - Garden Answer

Year Published - 2017

Length: 4:12

Link: <https://youtu.be/G49aM1Q0Xvw>

Learn a few details that will help make a great impression



Laura's Tips for the Season - Container Maintenance Trimming Equals Winning

Laura LeBoutillier - Garden Answer

Year Published - 2017

Length: 2:43

Link: https://youtu.be/3_VOkNktr8

Trimming back is like giving your plants a haircut.



Laura's Tips for the Season - Watering

Laura LeBoutillier - Garden Answer

Year Published - 2017

Length: 4:12

Link: <https://youtu.be/gYd3HVEkKqw>

Keep your plants looking fresh and healthy with these watering tips. This is a great video for all new employees to watch.



Fertilization Tips for Proven Winners ColorChoice Shrub

Stacey Hirvela -

Spring Meadow Nursery Marketing Manager

Year Published - 2018

Length: 2:55

Link: <https://youtu.be/xhfD2l8bRGc>

When to fertilize shrubs to get the best performance.

General Topics for Professionals



Proven Winners University

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2024

Length: 1:07

Link: <https://youtu.be/il--WPaS2gY>

Proven Winners University is a learning tool for you and your staff...it is an easy way to continue learning throughout the season. These short videos will help your staff be more knowledgeable and increase sales.



Club Sprout

Jessica DeGraaf -

Proven Winners Director of Retail Accounts

Year Published - 2024

Length: 1:39

Link:

<https://youtu.be/Vsxl15MYM?si=XQeVQWKIDezlGBjO>

Get kids interested in gardening with our Club Sprout program.



Proven Plant Pairings

Jessica DeGraaf -

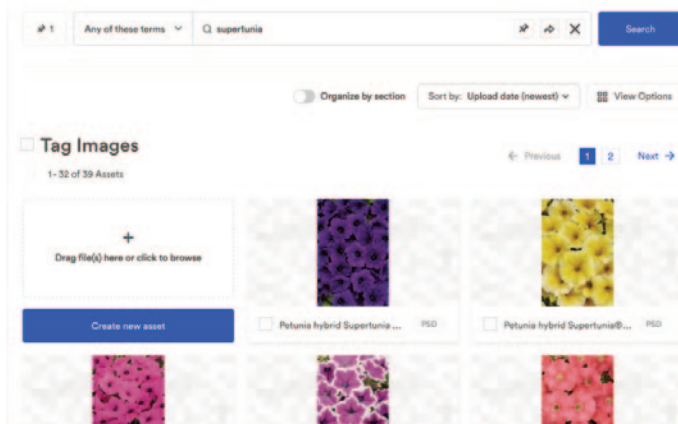
Proven Winners Director of Retail Accounts

Year Published - 2024

Length: 2:12

Link: <https://youtu.be/Oedr9yQY34U>

Learn how to create beautiful window boxes for shady spots



Brandfolder 101

Amy Howard - Retail Solutions Manager

Year Published - 2024

Length: 0:47

Link: <https://youtu.be/5MQX3YyWiU0>

Learn more about our new tool Brandfolder. It's our digital asset manager that give you thousands of images at your fingertips.

General Topics for Professionals



Leverage the Resources from Proven Beauty

Jessica DeGraaf -
Proven Winners Director of Retail Accounts
Year Published - 2024
Length: 0:57

Link: <https://youtu.be/5MQX3YyWiU0>

Proven Beauty is our website that brings our Gardeners Idea Book to life each year. It's an online source full of gardening ideas and projects for the entire family

Why Try the 30-Second Planter

Caitlin Hupp - Retailer Solutions Manager
Year Published - 2025
Length: 1:49

Link: <https://youtu.be/HXBfj7TVDSE>

Let your customers know the benefits of our 30-Second Planter selections, and you'll reap the benefit from more sales and happier clients..

What is a Retail Solutions Manager?

Heather Poire - Retailer Solutions Manager
Year Published - 2025
Length: 1:15

Link: <https://youtu.be/libeDGMEXbQ>

Our Retail Solutions Managers are here to help IGCs grow and thrive. We're your strategic partner for connecting with your customers and meeting your business goals.

We Offer State Marketing Reports

Heather Poire - Retailer Solutions Manager
Year Published - 2025
Length: 1:04

Link: <https://youtu.be/w2Ld2270hJg>

This tool is full of key insights and valuable data you can use to know what to promote and how to be successful in your state in the coming year..



General Topics for Professionals



Series Selling Why Dive Deeper?

Heather Poire - Retailer Solutions Manager

Year Published - 2025

Length: 2:15

Link: <https://youtu.be/yODJMStoa9I>

Find out how series selling can help you expand your offerings of the most successful lines of Proven Winners plants. Be the destination customers travel to to find unique colors and new ideas for their gardens.



Increase Your Average Ticket with Hardgoods

Caitlin Hupp - Retailer Solutions Manager

Year Published - 2025

Length: 1:46

Link: <https://youtu.be/2xLITR5fys>

Hard goods like plant food and watering systems can add value for you and your customers. See how merchandising them creatively can help.



InCheck

Natalie Carmolli -

Spring Meadow Nursery Shrub and Tree Expert Year

Published - 2025

Length: 2:28

Link: <https://youtu.be/ADf4ZOO627Y>

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Proven Winners Value Proposition - Retailers

Proven Winners Team

Year Published - 2025

Length: 4:03

Link:

https://youtu.be/k96VcBY0sTU?si=PMTly-zec1Uil_Rc

Proven Winners' time-tested products have won over 10,000 awards and continue to lead the industry in performance, satisfaction, and innovation – learn more about what makes them extraordinarily special..