

PlantTalk

THE FRAMEWORK

01

ENGAGE

Greet with genuine curiosity. Start with making connection, not the sale.

"I'm glad you're here. What are you working on today?"

02

FRAME

Learn their motivation for purchase. Is it project completion? Aesthetic? Building a collection?

"Yes, this plant is the perfect addition to a foyer with bright, natural light. Great instinct!"

03

DIAGNOSE

Be their informed advocate. Ask the three things that matter most: light level, commitment, and cohabitants.

"How much natural light does that spot get?"

04

BUILD

Connect the right plant to their answers. Show fit, not inventory.

"Based on what you told me, this is exactly what would work."

05

CLOSE

Summarize the fit. Hand them the pot or offer to carry it to the sales counter for them.

"This one is built for your space."

TODAY'S FEATURE PLANT

Audrey Ficus

FEATURED

Ficus benghalensis

LIGHT	Bright indirect. No harsh direct sun.
WATER	Every 7 to 10 days. Let top 2 inches dry first.
HUMIDITY	Moderate. Light misting in dry months.
PLACEMENT	Away from vents and cold drafts.

YOUR PITCH

Bold look. Low drama. Architectural without being fussy. Buzzworthy.

COMMON QUESTIONS

Is it pet-friendly?

Mildly toxic to cats and dogs. Recommend placement out of reach, or suggest a pet-safe alternative.

How fast does it grow?

Moderate grower. Expect roughly 1 to 2 feet of growth per year in good conditions.

Can I put it outside?

Great in warm months. Bring inside before temps drop below 55 degrees.