

# Make the Wait Great

## Garden Center On-Hold Message Ideas

Give callers useful, timely information about plants, gardening supplies, workshops, and seasonal events. Use these topics to plan individual messages throughout the year. We offer professional scriptwriting services, or you can create audio with our AI Studio.

### PLANTS & GARDENING

- New seasonal plant arrivals and featured varieties
- Annuals, perennials, shrubs and trees
- Plants for sunny, shady or small spaces
- Vegetables, herbs and edible gardens
- Containers, hanging baskets and planters
- Soil, mulch, compost and gardening supplies

### SEASONAL EVENTS & OFFERS

- Spring planting and early-season preparations
- Summer watering and garden maintenance
- Fall planting and yard cleanup
- Holiday greenery and seasonal decor
- Workshops, demonstrations and garden classes
- Current promotions, sale dates and deadlines

### ADVICE & CUSTOMER SERVICE

- Choosing plants for local growing conditions
- Watering, planting and plant-care guidance
- Pollinator-friendly garden ideas
- Design help and landscaping consultations
- Delivery, pickup and special-order options
- Business hours and ways to reach the team

### GARDEN CENTER EXPERIENCE

- Store history, values and community involvement
- New displays, gift items and garden accessories
- Garden center departments and service areas
- Local events and nonprofit partnerships
- Website resources and workshop registration
- Brandi Music and in-store ambiance

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## Script Tips

- **One topic per message.** Keep individual messages to about 50 words or fewer.
- **Keep it current.** Use start and stop dates for events, promotions and seasonal offers.
- **Give callers a next step.** Invite them to ask staff, visit your website or register for an event.
- **Promote only what you offer.** Confirm plant availability, departments, services and hours.