

Record unfulfilled seed requests without treating them as guaranteed sales

An unfulfilled seed request can reveal a gap in a retailer's range, but it is not evidence of guaranteed demand. A useful request record preserves exactly what the customer wanted, why it could not be fulfilled, and what remains uncertain. This creates a traceable basis for assortment decisions without inflating an enquiry into a forecast.

Capture the request precisely

Record the crop, named selection or trait mentioned, along with the date and relevant context. Distinguish a request for one exact article from general interest in the crop. This matters because a customer seeking a particular mixture may not consider another packet of the same species an acceptable substitute. Keep the customer's own wording where it identifies the important feature. For a simple assortment observation, avoid collecting unnecessary personal information; a separate follow-up, if required, should follow the established process rather than being mixed into the range note.

Separate the reason from the interest

Record why the request was unfulfilled: the article may be outside the range, temporarily unavailable, or not yet verified sufficiently to recommend. These are different issues. A buying gap, information problem and interruption in availability should not be combined under a single unresolved-request category. If an alternative was discussed, record whether the customer accepted it, declined it or left the decision open. An offered alternative is not a completed purchase, and an expression of interest does not establish a firm quantity for purchasing.

Review patterns in context

Review requests over a defined period and compare them with actual sales where relevant. Give greater attention to repeated, independent requests for the same identifiable crop, selection or trait than to one memorable conversation. Keep seasonal context visible: a request made after the main sowing window may require a different response from one made early enough for the customer to act. The intended project should be understood before deciding whether sourcing the article now would meet the original need.

Turn observations into measured actions

Link each proposed action to a specific question. Possible steps include clarifying a product description, testing a small new line or asking a supplier about an identifiable reference. Use consistent reason categories while retaining the customer's wording in a separate note. At the next review, compare the outcome with the original evidence and preserve what was learned. This prevents a request log from becoming an expanding wish list and keeps range decisions connected to observed requests, fulfillment reasons and confirmed sales.

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