

Work Smarter, Not Harder

with ZOË GALLINA



What Can You Be Doing Differently?



A red marker is shown in the bottom right corner, with a red line drawn around the word "RIGHT". The word "RIGHT" is written in large, bold, black capital letters. The word "WRONG" is written in large, bold, black capital letters below "RIGHT".

RIGHT

WRONG



Our Goal:

Work Less, Make More!



- 1. Managing Your Client's Expectations**
- 2. Creating a Workflow**
- 3. Workforce Support**
- 4. Closing the Deal**



Managing Your Client's Expectations

BUDGET

EVERYONE'S LEAST
FAVORITE 'B' WORD



- 1. Set Minimums for Your Events**
- 2. Ask at the first interaction if they have a 'desired' budget.**
- 3. Tiered pricing on your proposals.**

Create a Workflow

Get Organized and Tighten Up the Ship!



Hello, _____!

We hope all is going well with your planning for your upcoming wedding at _____! Thank you again for considering Botanica International Design & Decor Studio as your creative specialists for your most special day.

We wanted to follow up to ensure you received our information and to find out how we may be able to assist you in designing your dream. We also wanted to inform you that you are now approaching your 10 day holding period. After the 10 day holding period, you do risk the issue of your date being booked by another wedding or event. Please let us know if you would like us to continue holding your date, or if we should release it.

Did you see anything in the proposal that you would like to change or re-visit? Just remember that nothing is set in stone and we can always add or subtract things at any time before the 3 week deadline before the wedding. If you are wavering between different visions, don't worry - it's completely normal! We'd love to talk with you about defining your personal styles in a way that incorporates all of your loves.

We look forward to hearing from you!

Create Email Templates

Create YOUR Workflow

Detail your FOH and BOH Procedures

3. Our Work Process:

1. Initial Interaction with the client.
2. Email Response *include any detail about a minimum *. (template)
3. Gather Information about the client and their event. (template)
4. Schedule the client consultation.
5. Confirm appointment with the client (template)
6. Meeting with client.
7. Follow up email after the meeting, reminding them of when they will get their proposal and thanking them for meeting. (template)
8. Submit proposal and contract. (template)
9. Follow up within 10 business days. (template)
10. Client Books!! YAAAY! Receive Contract!
11. Confirm receipt of contract - so excited to be working with you, next steps of the process. (template) — SEND HAND WRITTEN THANK YOU NOTE!

12. Follow up meeting with client.

13. Check in with client 3 months before event to remind them about booking sample viewing (template)

14. Book Sample Viewing (template) (6-8 weeks from the date of the wedding/event)

15. Sample viewing with client.

16. Send revised proposal reminding the client about the proposal Finalization deadline.

17. Accounting to send email 5-6 weeks out, about 3 week finalization and payment deadline (template)

18. Finalize proposal.

19. Send Finalization Approval form. (template)

20. Receive final payment. (template)

21. Confirm delivery, installation, and strike info. (Make Production Schedule)

22. Design Meeting with all crew about each event.

23. Event Day

24. Thank you for allowing us to be a part of your event email (template)

25. EAT, SLEEP, REPEAT!

Manage Your Work Flow

File Sharing & Calendar Sharing

August 2016						
Sun	Mon	Tue	Wed	Thu	Fri	
31	Aug 1	2	3	4	5	
Ian Vacation-NY New Event		<ul style="list-style-type: none"> Zoe's 10 year celebr... Budget Meetin... 10 AM Budget Meetin... 10 AM 4 more... 	<ul style="list-style-type: none"> ON SITE - Ia... 10:15 AM Design Meet... 10:30 AM Justin Demutlis 1 PM 	<ul style="list-style-type: none"> Zoe OFF New Event SANDPEARL ARRA... 4 more... 	<ul style="list-style-type: none"> Kellie Day Off 	
7	8	9	10	11	12	
<ul style="list-style-type: none"> Flight to Tampa 4:14 PM 	<ul style="list-style-type: none"> Juliette's Bac... 4:30 PM 	<ul style="list-style-type: none"> FOLLOW UP Li... 10 AM New Leslie Citi... 11 AM Ian-Tracie Dom... 11 AM 3 more... 	<ul style="list-style-type: none"> On Site - Zoe... 9:15 AM Zoe to speak w... 12 PM 	<ul style="list-style-type: none"> SANDPEARL ARRA... Ian Vacation White Magnolia Arra... 3 more... 	<ul style="list-style-type: none"> ATHENA ON VACATION Zoe OFF 	
14	15	16	17	18	19	
ATHENA ON VACATION		<ul style="list-style-type: none"> Follow Up - Ma... 4 PM NACE MEETING... 6 PM 	<ul style="list-style-type: none"> Liz from A Chai... 10 AM Design Meet... 10:30 AM 3 more... 	<ul style="list-style-type: none"> SANDPEARL ARRA... David Austin Photo... 6 more... 	<ul style="list-style-type: none"> E-Mattel Bridal Luncheon E-Mattel/Godfrey Reception Ian-Heidi Mar... 1:30 PM 	
21	22	23	24	25	26	
	<ul style="list-style-type: none"> Melissa Slink 1 PM 		<ul style="list-style-type: none"> Design Meet... 10:30 AM 	<ul style="list-style-type: none"> SANDPEARL ARRA... SAMPLE-Sa... 11:30 AM Martha Slager 1 PM SAMPLE-Lau... 3:30 PM 	<ul style="list-style-type: none"> Zoe OFF 	
ATHENA ON VACATION	<ul style="list-style-type: none"> E - Bill Clinton Event... 	<ul style="list-style-type: none"> Mark's Birthday 9 AM New Bride-Lor... 10 AM SAMPLE-Jocel... 11 AM SAMPLE Daniel... 5 PM 	<ul style="list-style-type: none"> Design Meet... 10:30 AM 	<ul style="list-style-type: none"> SANDPEARL ARRA... 		
28	29	30	31	Sep 1	2	
		<ul style="list-style-type: none"> Zoe to Juliet... 10:45 AM 	<ul style="list-style-type: none"> Ian's Birthday!!! Design Meet... 10:30 AM 	<ul style="list-style-type: none"> SANDPEARL ARRA... 	<ul style="list-style-type: none"> W-Nicole Sullivan Brittany Ray (I... 11 AM 	
4	5	6	7	8	9	
<ul style="list-style-type: none"> Labor Day Labor Day 		<ul style="list-style-type: none"> E - President's Dinner 	<ul style="list-style-type: none"> Design Meet... 10:30 AM 	<ul style="list-style-type: none"> SANDPEARL ARRA... 	<ul style="list-style-type: none"> SAMPLE-Chay... 12 PM 	

Name ▾

Modified

Shared with

 new business cards 2

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 New Cards October 2013

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 Past events

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 Powerpoint Presentations

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 Production Schedules

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 Proposal Rough Drafts

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 Real Wedding Photos

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 Sample floral breakdown

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 Sample photos

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 Scotland Tours

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 St Andrews Society

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 Staff Headshots

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DROP BOX





FLORIST APP

Free Trial	●	●	●	●
Creates Contracts & Proposals	●	●	●	
Payment Processing	Beta		●	
Recipe Builder	●			
Flower Resource Guide	●			
Inventory Manager	●			
Vendor Collaboration	●		●	
Budgeting	●			
Creates Order Forms/Shipping Lists	●	●		
Customizable to your Brand	●		●	
Tracks/Records Project Progress	●		●	
Price	\$99 /month	\$39 /month	\$24 /month	/n

More detailed pricing below

Industry Tool: A Florist App

Bouquets

Item Name	Qty	Est Price	Lock	Total
The Bride	1	240.0		\$240.00
Toss Bouquet	1	0.0		\$0.00
Maid of Honor	0	95.0		\$0.00
Bridesmaids	2	95.0		\$190.00
Jr. Bridesmaids	0	65.0		\$0.00
Flower Girls	1	45.0		\$45.00
Mother's Clutch	2			

BEFORE

BLOOMS & STYLINGS



Boutonnieres

Item Name	Qty
The Groom	1
Groomsmen	2
Ring Bearers	1

Bouquets

ITEM	QTY	PRICE	DESCRIPTION	TOTAL
The Bride Recipe #540090	1	\$240.00	A compact, clutch style bouquet of all white roses. No foliage to be used.	\$240.00
Toss Bouquet	1	\$0.00		\$0.00
Bridesmaids Recipe #541091	2	\$95.00	Garden Roses white Patience, Rose blush pink Mother of Pearl, Roses Quicksand 50cm & Roses Spray Cream Majolika	\$190.00

AFTER



Industry 101s



The front of the business card features a light green background. At the top center is a stylized white flower logo. Below the logo, the word "BOTANICA" is written in a large, white, serif font. Underneath "BOTANICA", the words "INTERNATIONAL DESIGN & DECOR STUDIO" are written in a smaller, white, sans-serif font. At the bottom center, the website "botanicaflorist.com" is written in a small, white, sans-serif font.

ZOE GALLINA
Creative Director

813.831.0965 x23
813.254.6404

zgallina@botanicaflorist.com

1713 W. CYPRESS ST. TAMPA, FL 33606
4700 MILLENIA BLVD. STE. 175 ORLANDO, FL 32839



BOTANICA
INTERNATIONAL DESIGN & DECOR STUDIO



Creativity for All Things Beautiful

1715 W CYPRESS ST. TAMPA, FL 33606 | 1811 N ORANGE AVE ORLANDO, FL 32804
813.831.0965 | 813.254.6404 fax | info@botanicaflorist.com
botanicaflorist.com

Always keep things fresh!



BOTANICA
INTERNATIONAL DESIGN & DECOR STUDIO

THIS PROPOSAL CREATED EXCLUSIVELY FOR THE:

Howell-Kessler Wedding

EVENT DATE: MAY 28, 2016
PROPOSAL DATE: MAY 3, 2016 UPDATE
PROPOSAL FOR: ALLE HOWELL, BRIDE
STUART KESSLER, GROOM
LOCATION: CEREMONY: ACADEMY OF HOLY NAMES,
CHAPEL, 5:30PM
RECEPTION: TAMPA YACHT CLUB
EVENT CONTACT: MARY HOWELL, MOB
HOWELLMARY33@GMAIL.COM :

Proposal Date:

Client Initial: _____

botanicalflorist.com

Revision 1 of 1


BOTANICA
INTERNATIONAL DESIGN & DECOR STUDIO

THIS PROPOSAL CREATED EXCLUSIVELY FOR THE
Howell-Kessler Wedding

Event Date: October 28, 2016
Proposal Date: July 14, 2016
Proposal For: Alle Howell, Bride | Stuart Kessler, Groom
Location: Ceremony: Academy of the Holy Names | Reception: Tampa Yacht Club
Event Contact: Mary Howell, Mother of the Bride | howellmary33@hotmail.com

PROPOSAL DATE: 7/14/16 REVISION 1 OF 1 CLIENT INITIAL: _____
1715 W. CYPRRESS ST. | TAMPA, FL 33606 | 813.831.0965 | 813.254.6404 FAX | 800.771.0965

botanicalflorist.com



Business Development **VS** **Accounts Receivable**

**What Should Your
Workforce Be Doing?!**



Respect Your Brand

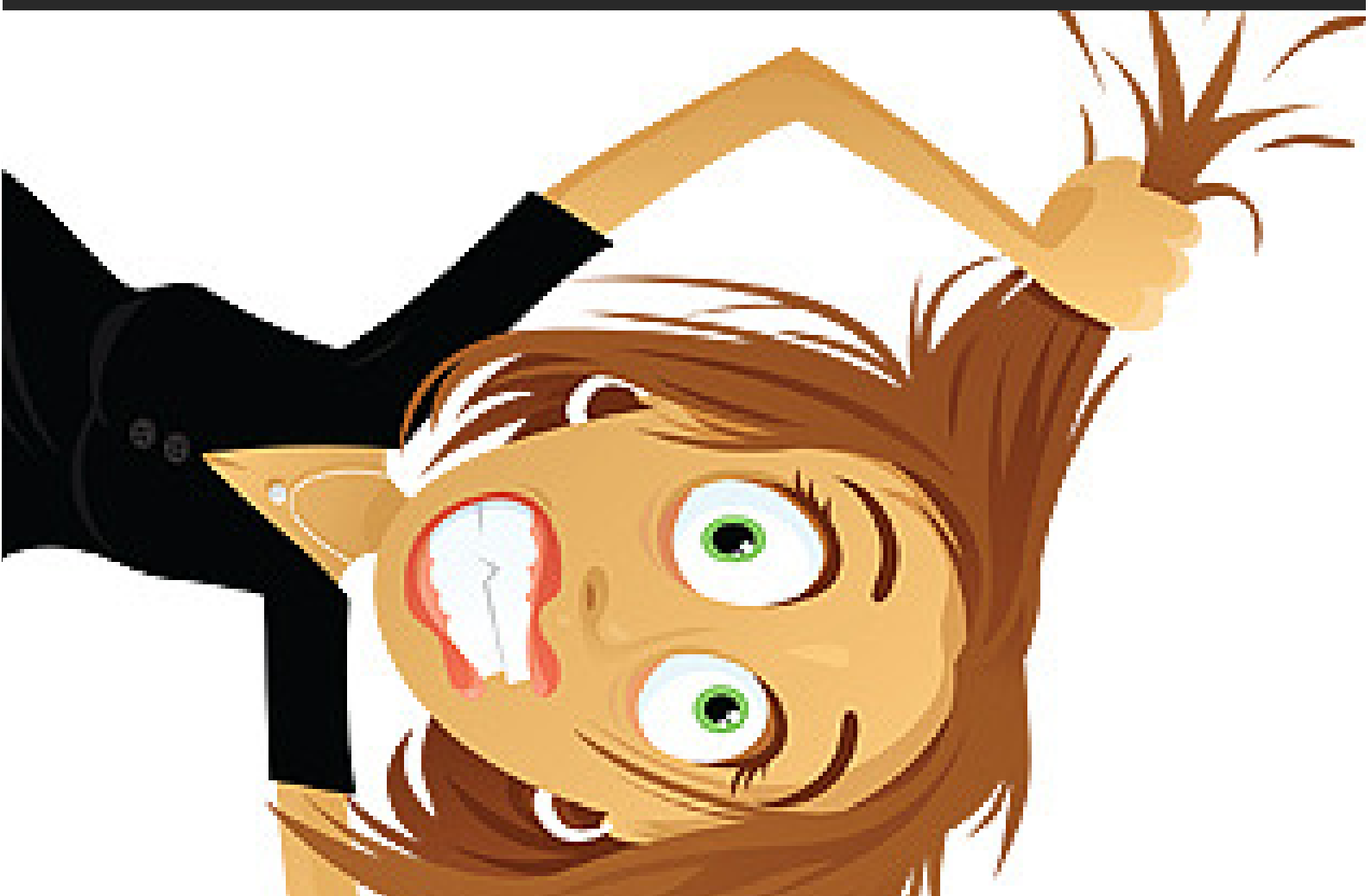


Dress the Parti!
YOU are the FIRST
IMPRESSION!

Client Etiquette



Employ A Smarter Working Environment





CLIENT NAME: All Miller EVENT DATE: 7/19/1
 SAMPLE DATE: 6/5/14
 PRICE POINT SHOWN: _____

****ARRANGEMENT DETAILS****

- 1.) CONTAINER USED: Client's White Bowl
 CANDLE USED:
 ADDITIONAL:
- 2.) CONTAINER USED: (2) Silver Candlesticks w/2 of the client's tapers
 CANDLE USED: Small silver candelabras
 ADDITIONAL:

FLORAL VARIETIES	
	Raspberry Darcy Garden Roses
	Cafe Au Lait Dahlias
	Coral Dahlias



Advantages To A Complimentary Sample Viewing



**KEEP
CALM
AND
GET
ORGANIZED**

**Make a
Production
Schedule**

4. GOTTUSO/BRYANT WEDDING

CREW:

Ceremony/Reception Location:

Jordan, Kellie, Athena, Byron
The Don CeSar Resort
Ceremony: South Beach
Reception: The King Charles Ballroom

Personals Delivery Timing/Local.:

Executive Board Room #3 (Bride) (by 3PM)
Call Groom Upon arrival -

Botanica Onsite:

2PM (Leave Studio at 1 PM)

Ceremony Site Available:

4:00

Ceremony Start Time:

6:00

Reception Site Available:

12:00

Time Linens/Tables will be set:

12:00

Reception Start Time:

7:30

Event End Time:

12:00

Event Strike Time:

12:10 - 1 PERSON

Botanica Providing:

Floral, Chargers, Rental Napkins,
LED Uplights

Notes: See Zoe with questions regarding head table napkins - picture should be in folder

**See invoice for rose petals to be delivered to Groom! (Give to Groom - Groomsmen)

Event Contact: Lauren Jones - Catering Manager - 727.363.5042



Going The Extra Mile

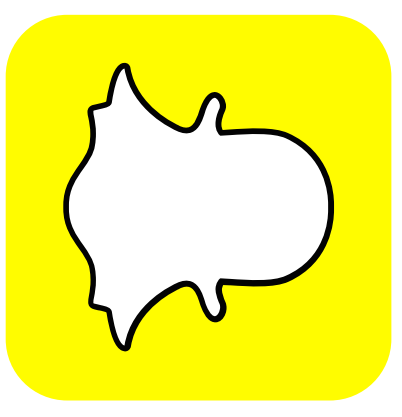
Closing The Deal!



Contract MUST Haves

- Personal Flowers
- Delivery Time
- Event Extension Clause
- Ceremony Time
- A Credit Card Convenience Fee





Don't FLIGHT IT!

Get on Social Media!



Questions?