

SAF
MAUI
2016

SEPTEMBER 21-24

132ND ANNUAL CONVENTION

The Ritz-Carlton, Kapalua, Hawaii



Society of American Florists

Training New Hires

Presented by
TIM HUCKABEE AIFSE, President of FloralStrategies





Outline for today's workshop



Create a NEW EMPLOYEE agenda
POS Basics
Product Basics
FloralStrategies Language Basics
FloralStrategies Sales Basics
Q and A

Silver
Lining

Disclaimer



Create a NEW EMPLOYEE Agenda

Agenda!

- 1.
- 2.
- 3.
- 4.
- 5.







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Overview

- **New Thinking**
 - Mantras to live by!
 - Cartoon 1: What really happens in your shop
 - Cartoon 2: Selling flowers like food
 - Forbidden Questions
- **New Selling**
 - Sell by Size
 - Magic formula for every SALE
 - Finishing Touches
 - Selling Roses
- **New Speaking**
 - Cartoon 3: You control the sale
 - The Power of Words
 - Web Shopping
- **Putting It All Together**
 - Software Flow Chart
 - Self-Monitoring Form
- **Additional Tools**
 - Selling Gift Baskets by Size
 - Sympathy Sales
 - Avoiding Badjectives
 - Avoiding Frankenorders
- **Test Review**



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**DAY
ONE**

DAY 2



Working with the DESIGN team


Working with the SALES team

Working with the DELIVERY team

perform



Job Description

- Brief statements on job
 - List of important functions of the job
- 



POS Basics





IDEA 1



Have them reenter old orders to
get used to the system

Idea 2

Create DUMMY orders, loaded with mistakes





Call your supplier for NEW resources

Product Basics





Flowers (and their description)

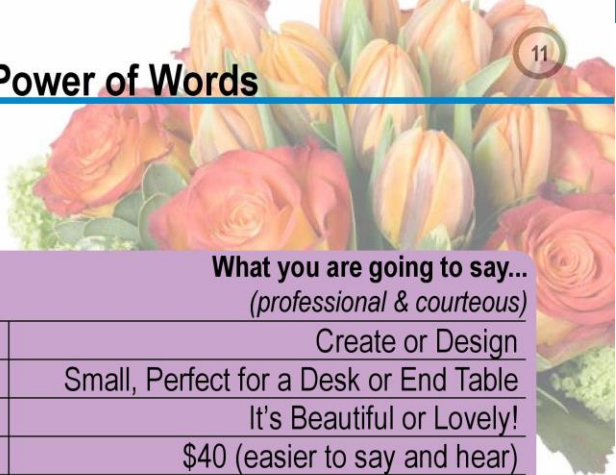
Plants (and their description)

RESTAURANT



Language Basics





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What you used to say... <i>(vague & misleading)</i>	What you are going to say... <i>(professional & courteous)</i>
Do or Make	Create or Design
Nice Size	Small, Perfect for a Desk or End Table
Looks Nice	It's Beautiful or Lovely!
\$39.99	\$40 (easier to say and hear)
Filler	Accent Flowers
But	Leave Your But at Home!
A Nice Mix	Garden Flowers
Expensive or Pricey	Premium
Inexpensive or Cheap	Standard or Basic
That's \$65?	That's \$65.
Problem	Question
Our Delivery Costs...	Our Delivery Charge is Only...Now Where Would You Like to Send Flowers Today?
Hold, Please	May I Place You on Hold?
No Problem	Of Course! / Sure! / Easily!
Around, Starting at or From \$X	Small, perfect for a desk, filled with garden flowers in spring colors, from \$XX to \$YY (use an exact price range)
Would you like?	I Recommend or I Suggest
Is that OK?	Give the Price then S.Y.P.H.!
Designer's Choice	We'll work with vibrant Spring colors, etc.
DEAD AIR (while you are typing)	Keep Talking!
We can do something in a nice size for around \$50, \$60, \$70?	We can create a medium size vase arrang- ment, perfect for a coffee table, filled with beautiful garden flowers in rich autumn colors from \$XX to \$YY. That happens to be our most popular size!

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Sales Basics





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Mantra 1

Ask fewer questions, give more advice

Mantra 2

Make shopping easier

Mantra 3

Don't be afraid to hear NO

Mantra 4

Never apologize about prices only educate customers



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FACT Most customers don't know what they want!

FACT Customers already perceive you as the expert!

FACT Customers will buy what you guide them to buy!

Q&A

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We FloralStrategies



Tim Huckabee (and his company, **FloralStrategies**)
have rocked our world!

"Tim Huckabee (and his company, **FloralStrategies**)
have rocked our world! He has visited our small shop
several times and we watch his webinars every month
to keep learning, growing and getting better at what
we do. My staff loves his easy, low-key approach
to sales, and as an owner, I love the way our
numbers have skyrocketed!"



JACKIE CINGALIA, Owner
Boyd's Flowers
Wilmington, DE

Check out Summer School for Florists at floralstrategies.com



TIM HUCKABEE PRESIDENT



FloralStrategies is the only source for sales, customer service
and POS system training in the entire floral industry!

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Thank You

