



Floral
STRATEGIES



Build the Perfect Sales Script
with Tim Huckabee FSC

Saturday, September 23, 2017



 **Floral**
S T R A T E G I E S

5000





Yearly

HELLO
I AM...
AN EXPERT



 **Floral**
STRATEGIES

Overview

- **New Thinking**
Mantras to sell 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**



Mantras to sell by!

Mantra 1

Ask fewer questions, give more advice

Mantra 2

Mantra 3

Don't be afraid to hear NO

Mantra 4



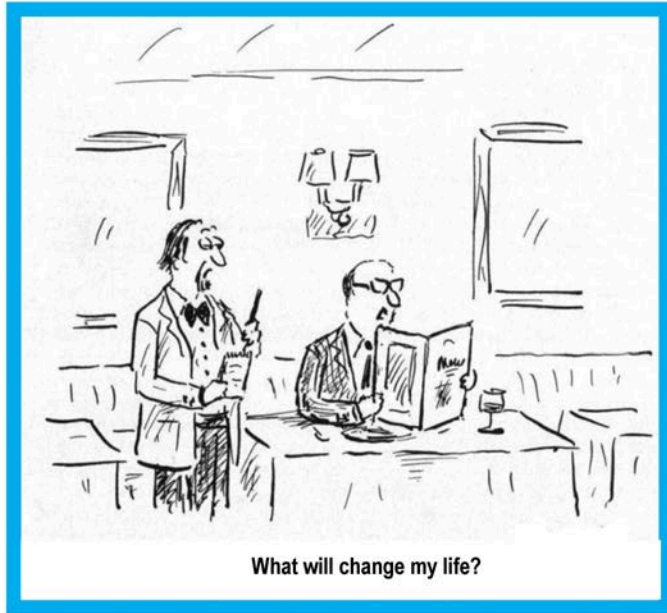
What REALLY happens in your shop



"What flower says you're sorry without admitting wrongdoing?"

- 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!

Sell flowers like food



What will change my life?

FACT Customers want to hear about NEW & DIFFERENT!

FACT Customers are prepared to spend more than you think!

FACT We need to sell flowers like food!

Forbidden Questions

Don't waste your time or the customer's time with these foolish questions!

What's the occasion?

What flowers would you like in the arrangement?

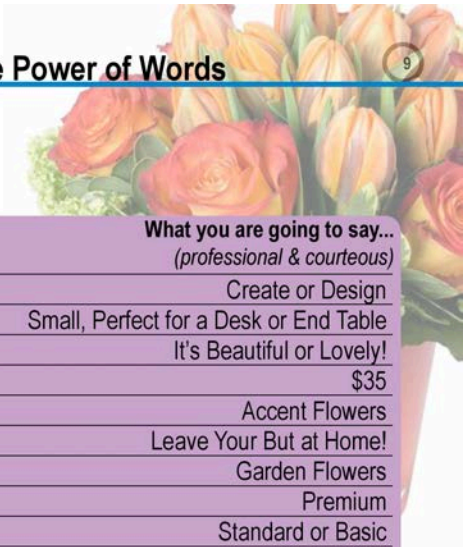
How much do you want to spend?

Question 4

Question 5

Question 6

The question you MUST ask every customer



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!
\$34.99	\$35
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
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!

Start the order by asking the customer,

Have you sent flowers with us before?

NEW CUSTOMER

Delivery Info
Where would you like to send flowers?

Card Info
And what would you like to tell (insert recipient's name) on the card attached to the gift?

Product Info
Do you have a gift in mind or would you like a suggestion?

Customer Info
Finally, let me get some information about you to finalize the order.

Which email address should I use to send a copy of the order?

EXISTING CUSTOMER

Locate Customer
May I have your phone number? Or last name?
Confirm customer information
Look at average sale

Delivery Info
Where would you like to send flowers?
Look at previous recipients

Card Info
And what would you like to tell (insert recipient's name) on the card attached to the gift?

Product Info
Do you have a gift in mind or would you like a suggestion?

Get or confirm payment information and **PROCESS CREDIT CARD.**
Then finish up by saying,

Please, grab a pen because I need to give you some important numbers:
Your order number is ###, in case you have any questions for us.
Your total is \$\$\$, and recap **WHAT** is being sent to **WHO** and **WHEN**.





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STRATEGIES

- staff identified herself or himself
- qualified me as new or repeat customer
- took card message BEFORE product
- commented on message
- avoided, “How much do you want to spend?”
- avoided, “Our arrangements start at...”
- leveraged card message to sell higher
- offered a finishing touch (add-on)
- avoided dead air
- captured an email address
- ran credit card while still on call
- thanked customer





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Sell bigger.
Serve better.

Permanent
Copy of the
Recording

fsw
1605

Exciting New
Customer
Service Skills
2.0

Permanent
Copy of the
Recording

fsw
1403

Have a
Mystery Shopper
Call Made to
Your Store!



Today's Deals

1 webinar \$40 (\$90 value)
Both webinars \$75 (\$180 value)

Mystery Shopper Call Experience
which includes:

- Recording of call
- Written report
- Feedback from Tim

\$40 (\$50 value)

And today only, we'll give you ALL three:
both webinars AND the Myster Shopper Call
& Report (over \$230 value) for JUST \$100!

Special offers just for you!
TODAY ONLY

 **Floral**
S T R A T E G I E S

Guaranteed Increased Sales for...

SAF Members

This certificate entitles the bearer to
FloralStrategies OnSite training
through November 2017 ONLY
for just \$895*, (discounted from \$1495).

Expect to earn at least an extra \$25,000 this year!

OPEN DATES: Nov 1 / 2 / 3 / 4 / 6 / 7 / 8 / 9 / 10

+ training MUST be booked today at
Profit Blast to secure that special rate!

Sept 23, 2017

DATE



A handwritten signature in black ink that reads "Tim Huckabee".

Timothy Huckabee FSC
President, FloralStrategies





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tt.floralstrategies.com

NEXT STEPS

You will receive an email on **MONDAY** with a copy of this handout and bonus materials

Come talk to me at the **Floristware** booth to schedule training for your team this fall. You will earn at least an extra \$25,000 by Christmas!

*The
End*