

## **More Tips from a Top Talent Scout**

We loved talking to Charity Reel, of Mayesh Wholesale in Houston, about how she has helped that company grow its sales team. In fact, she had so many good things to say, we couldn't fit everything in our January 2018 issue. Here are two more tips from Reel that we just had to share.

### **Floral Management: What's a deal-breaker with new hires?**

Charity Reel: "We're selling a luxury product. No one has to buy flowers. So, my sales team members have to be engaging. They have to have confidence. Those are things I can expand on, but they aren't things I can teach. You have them, or you don't."

### **FM: Where do you get your motivation?**

CR: "My motivation is always to pay back what was given to me so many years back by the National sales manager Chris Dahlson. He pulled me in and showed me everything I know today. Paying that forward is so rewarding."

Read Reel's full interview on p. 16 of the Jan 2018 issue of Floral Management. [\[link\]](#)