



SUNDAY, JULY 15, 2018
Radisson Hotel and Conference Center, Green Bay, WI

SVT

a NEW workshop presented by Tim Huckabee FSC



FloralStrategies training is amazing.
I wish I would have had Tim at my stores
10 years ago!


Anton Engelmann, Owner
Town & Country Gardens, Inc
Elgin-Geneva-Bartlett-Algonquin IL



SECTION 1 Student

SECTION 2 Voyeur

SECTION 3 Teacher



The slide features a white background with blue geometric shapes on the left and right sides. Three blue boxes containing the text 'SECTION 1', 'SECTION 2', and 'SECTION 3' are stacked vertically on the left. To the right of each box is the corresponding title: 'Student', 'Voyeur', and 'Teacher'. The 'Floral STRATEGIES' logo is located in the bottom right corner.

For Students



The slide features a white background with blue geometric shapes on the left and right sides. The central illustration shows a hand pointing at a red gear with a white center, surrounded by other gears in black, green, red, and blue. The text 'For Students' is written in red and black in the bottom left. The 'Floral STRATEGIES' logo is located in the bottom right corner.



Nice is an opportunity to sell bigger.

Is that going to LOOK NICE?

Floral STRATEGIES

This slide features a dark blue arrow pointing right with the text "Nice is an opportunity to sell bigger." Below the arrow, a black speech bubble contains the text "Is that going to LOOK NICE?". To the left of the speech bubble is a black outline of an ear with numerous colorful lines radiating from it, representing sound or listening. The Floral STRATEGIES logo is in the bottom right corner.

Nice is an opportunity to give better service.

That better BE NICE. I'm going to see it.

Floral STRATEGIES

This slide features a green arrow pointing right with the text "Nice is an opportunity to give better service." Below the arrow, a black speech bubble contains the text "That better BE NICE. I'm going to see it.". To the left of the speech bubble is a blue sign with the text "DON'T BE AFRAID" in white. The Floral STRATEGIES logo is in the bottom right corner.

2




Your customers spend liberally everywhere else
AND they will spend more on flowers IF you let them!



YOUR shop's website proves my point, every day.



25%



3

2MP

TOO MANY QUESTIONS



Customers WANT your advice and suggestions,
not your questions!

HELLO
I AM...
AN EXPERT

What do you recommend?

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Ask yourself the question first. When you already have the
answer, offer your PROFESSIONAL ADVICE instead.

Better

I suggest...

I recommend...

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STRATEGIES





✓ CRITERIA

- Qualified caller as a NEW or REPEAT customer (confirm information on repeat customers)
- Expressed enthusiasm about taking the order
- Took card message BEFORE talking about flowers AND commented on card
- Leveraged card information to sell higher and serve better
- Offered a Finishing Touch (balloon, candy etc..)
- Captured an email address for order copy / delivery confirmation AND future marketing

The 'Floral STRATEGIES' logo is located in the bottom right corner of the slide, featuring the word 'Floral' in purple and 'STRATEGIES' in dark blue below it.

1

My sister is turning 40 next week. I am calling from New York City and can't come to celebrate her big day. I want to send her flowers at work...

WHAT WOULD YOU SAY?

Floral
STRATEGIES

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Floral
STRATEGIES

2

My parents are celebrating their 50th wedding anniversary next week and I can't be there. They're having a party and I want to send flowers...

WHAT WOULD YOU SAY?

Floral STRATEGIES


✓ **CRITERIA**

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3 My cousin died unexpectedly yesterday. We grew up like brothers but I can't come to the funeral because I am out of the country. I need flowers...

WHAT WOULD YOU SAY?



✓ CRITERIA

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STRATEGIES



 **Floral**
STRATEGIES



Meetings help you to manage your team and grow sales

Set up a schedule for the rest of 2018, NOW

Discuss sales performance and reinforce this material!




2

the MORE
YOU PRACTICE
THE BETTER
YOU GET


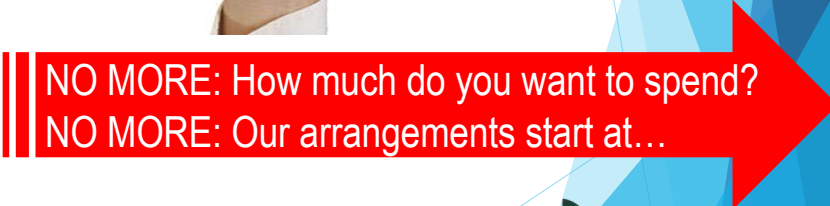


LEAD BY EXAMPLE



“PEOPLE MAY
DOUBT
WHAT YOU SAY,
BUT THEY WILL
believe
WHAT YOU DO”
~LEWIS CASS

NO MORE: How much do you want to spend?
NO MORE: Our arrangements start at...

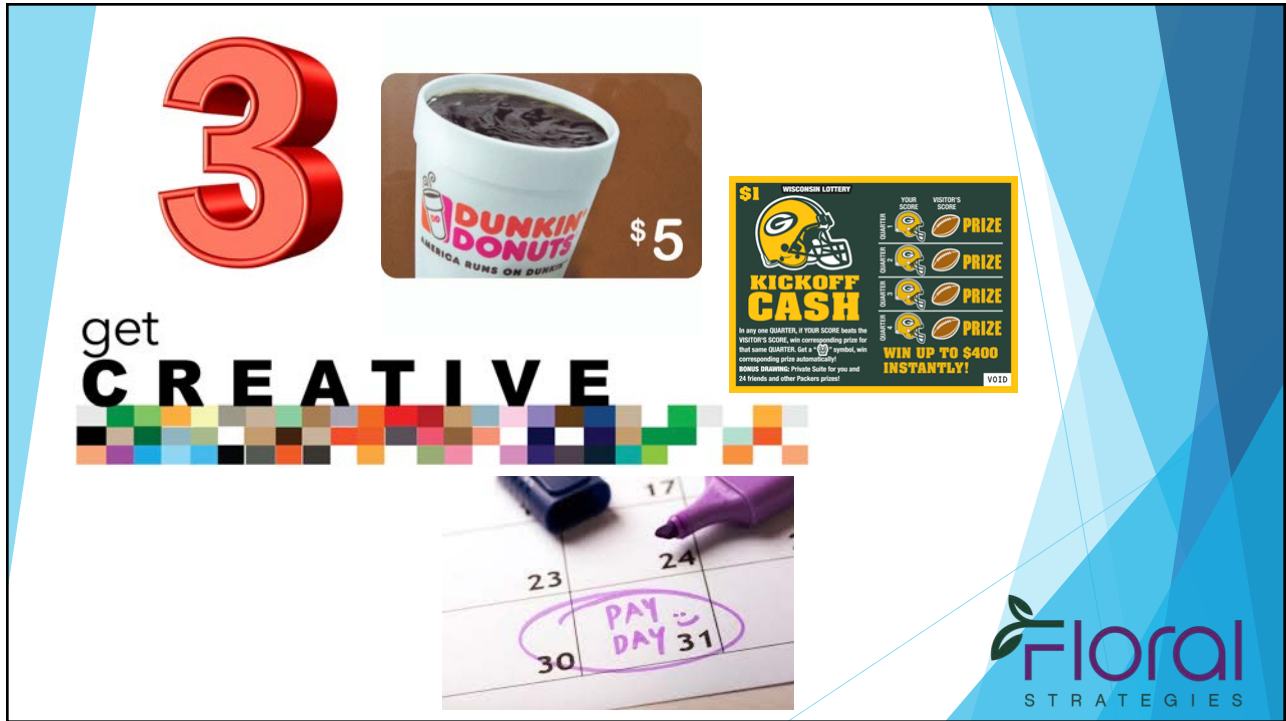


3



INCENTIVE





get
CREATIVE

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Q&A

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WHAT ARE MY NEXT STEPS?

Email **GREEN BAY** to tim@floralstrategies.com for a copy of this handout

Come talk to me at the Floristware booth to choose a date for the **COMPLETE** training with your staff!



OPPORTUNITY

A customized webinar session with your team is \$795. **BUT** you can book that training **TODAY ONLY** for \$495 – to take place any time you choose until Aug 31, 2018!!



