

**2018 FEBRUARY**

**Now**  
What's happening with business  
Up - Down - Flat  
Y / Y Comparison  
Jan 1, 2017 to Sept. 15  
% increase / decrease

**Same Time:**  
Total Sales / No sales tax

Transactions # by Day  
Busiest time of the day  
(Thurs. Fri, Sat, Sun, Mon, Tues, Wed)  
\*Forecast Sales Staff  
# of Deliveries  
Total and by the day

\*To calculate the percentage increase: First: work out the difference (increase) between the two numbers you are comparing. Then: divide the increase by the original number and multiply the answer by 100. If your answer is a negative number then this is a percentage decrease.

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**Make a Game Plan**

**What's Your Win?**

**Set the Goal**

Previous Actual Year \$ =

+/- Year/Year =

Goal Increase =

x = SAFE

SAFE x = WIN

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**The Flower Play**

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**The Flower Play**

**Forecast**  
Calculate Overall Budget  
*(Use Sales by Product Report)*

Win x 20% = overall budget  
*(Win is last year sales x +/- Y/Y x goal increase)*

**Pull out roses**

**Budget for foliage / flowers for designs**

<b>COGS Goal</b>	15,000 x 3% = 450
\$500K = 25%	15,450 x 10% = 16,995
\$800K = 22%	
\$1 mil = 20%	17,000 x 20% = 3,400

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**What Do You Want to Sell?**

Check featured products  
- online / instore

Create your own Premium Products + recipes

Compile a "shopping" list  
- prices and quantities

**Create your own premium products. (in-store specials)**

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**The Flower Players**

**Recipes + Ordering Plan**

**Scarlet Flame Arrangement**  
12 designs @ 69.95

Red Roses  
2 x 12 = **24**

Orange Roses  
3 x 12 = **36**

Red Gerbera  
3 x 12 = **36**

Lily Grass  
5 x 12 = **60 stems**

Salal  
2 x 12 = **24 stems**

Pittosporum  
1 x 12 = **12 stems**

Rosie Posie Vase / Syndicate Sale

**TMF-261A Scarlet Flame**  
Budget:  
Price: \$99.95  
All Annual Arrangement - Approximately 11"W x 11"H  
2 red roses  
3 orange roses  
3 red gerbera  
3 lily grass  
leaves  
salal  
pittosporum  
red ribbon  
rose glass vase \$59.95

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### The Players

#### Valentine's Day and

**The All-American Romantic Valentine's Design**  
Valentine's Day is the most popular time for floral gifts. It's a time when people want to express their love and appreciation for the people in their lives. Our All-American Romantic Valentine's Design is a classic, elegant bouquet of roses, hydrangeas, and gerberas in a white ribbon wrap. It's the perfect gift for the person you love.

**Special Teams  
+ Bundles**

**The All-American Romantic Valentine's Design Bundle**  
This bundle includes the All-American Romantic Valentine's Design bouquet, a teddy bear, and a gift basket of assorted chocolates. It's a complete package for the person you love.

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### The Right Equipment

Check for **QUALITY** product with great prices!

Customer Satisfaction is #1 in mind of consumer!

Most shops don't buy bad flowers... They just don't have good C & H

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### The Team

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### In the Game

Designers  
Sales Staff  
Delivery

**30%**  
Total Labor

#### Calculate

Example:  
Overall Sales Feb 12, 13, 14<sup>th</sup>  
\$20,000

Arranged Design Sales amount  
\$15,000

\$200 / retail hour designs  
Team/ multiples

75 hours

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#### Calculate

Example:  
Overall Sales Feb 12, 13, 14<sup>th</sup>  
\$20,000

Sales Staff Forecast

How many transactions?

5-10 min / sale  
Instore - phone

7 min / 8.5 transactions per hour  
68 per day / per person

Delivery Driver  
Deliveries per day  
Pull numbers OR  
Average delivery / hour

\$15,000 arranged / delivered

Average \$79 / 190 stops  
How many per hour?  
6 = 32 hours delivery time

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#### Schedule Time

**Friday:**  
8-4:00 Processing: Bridget & Kami  
10-5:00 Sales: Dan & Lori  
9-5:00 Design: Vonda & Ellie  
10-4:00 Delivery: Lee

**Saturday:**  
8-2:00 Design Prep: Kami  
10-5:00 Sales: Dan  
9-5:00 Design: Vonda & Ellie  
10-1:00 Delivery: Lee

**Sunday:**  
8-2:00 Design Prep: Bridget  
9-5:00 Design: Vonda & Ellie

**Monday:**  
8-5:00 Design Prep: Kami  
10-6:00 Sales: Dan  
8-5:00 Design: Vonda & Ellie  
10-5:00 Delivery: Lee

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# Recruitment + Training



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## Keep Your Eyes Open

**Online:**  
Craig's List  
Indeed.com

**Word of Mouth:**  
Customer Service experience

**Freelance Designers**  
Check wholesalers / growers  
AFD Membership  
CFD Membership  
SAF  
Social Media

**Delivery Drivers**  
Fire Department  
Police Department  
Postal worker  
Retired  
Fund raiser for organization  
Book early!



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## Sales Training

<p><b>Sales Staff</b></p> <p><u>Must</u> take sales training and SELL flowers not just take orders</p>	<p><b>Delivery</b></p> <p>Importance of what they do! Policies</p>	<p><b>Designers</b></p> <p>10 x wage in retail designs. If not experienced, assist!</p>
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<p><b>Utilize Best Practices</b></p> <p>Pre-design Team Design Multiples</p>	<p><b>Designer Support Staff</b></p> <p>Process Flowers Fill Vases/containers Pre-green</p>
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**Set expectations!**



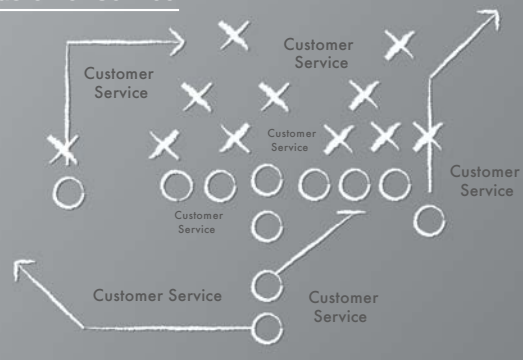

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<p><b>Sales Staff</b></p> <p><u>Maximize Sales</u></p> <ul style="list-style-type: none"> <li>• Guide Your Customers</li> <li>• Listen + offer the best selection for occasion</li> <li>• Offer the "extra"</li> </ul>	<p><b>Delivery</b></p> <p>Face of the company Policies Tips Efficient/ Effective</p>
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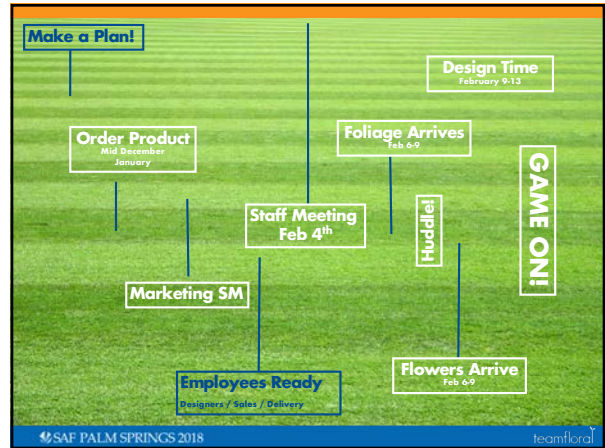
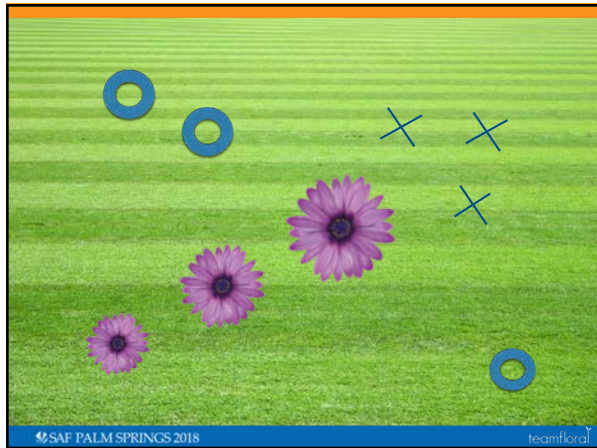



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## Customer Service



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**Time to Take It Down the Field**

**TeamFloral Has Your Back**

We're innovators in the floral industry. Just think of us as your coach. We're here to help you win big, season after season.

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