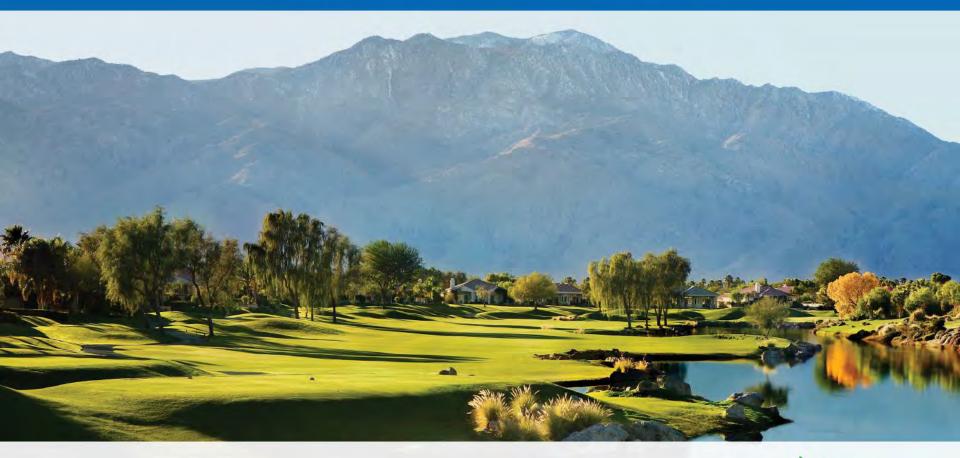
Society of American Florists





SEPTEMBER 12-15, 2018 ~ RANCHO MIRAGE, CALIFORNIA ~ 134TH ANNUAL CONVENTION

What to expect...

New thinking on "complaints"

- How to avoid them from the start
- → Who should handle them?
- Steps for handling disappointed customers
- 5 most common complaints
- Handling complaints thru Social Media

NEW THINKING...

It's not a complaint... It's an INCOMPLETE order.

When a customer calls to "complain" it just means we're not done serving them yet.

Better Sales

 Offering appropriate price points
 Making expert suggestions
 Offering appropriate upgrades (online shoppers in particular)
 Suggesting Finishing Touches

Better Service

Managing expectations
Reframing web selections

Reach out for more information and training:

www.floralstrategies.com 800.983.6184

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