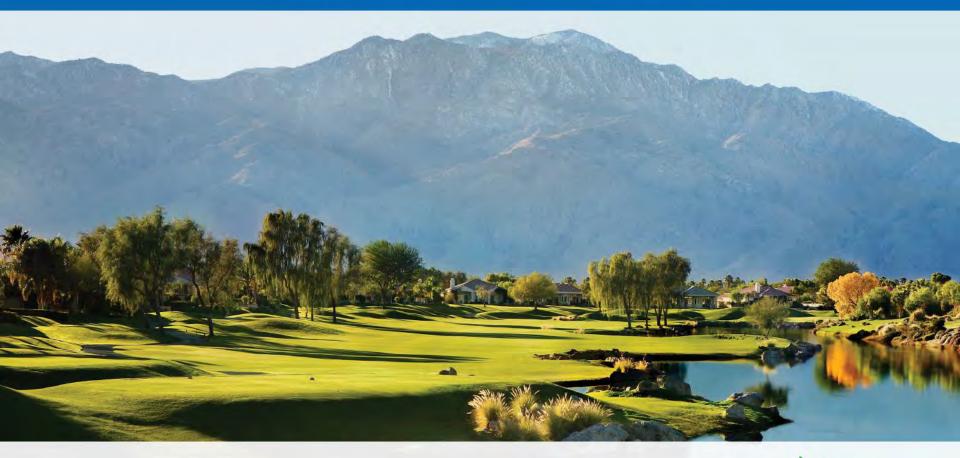
#### Society of American Florists





SEPTEMBER 12-15, 2018 ~ RANCHO MIRAGE, CALIFORNIA ~ 134<sup>TH</sup> 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

**\$\$** SAF PALM SPRINGS 2018