


The customer says...

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The ONE Word to Banish from your Store

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nice

NICE is NOT a SIZE!
"NICE" is a cry for help!

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Convert NICE to BEAUTIFUL
Offer the chance to spend 25% more

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Use your POS to Make Bigger Sales

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Floral
FLOWERS
CORE training

Software Flow Chart

Start the order by asking the customer.
Have you sent flowers with us before?

<p>NEW CUSTOMER</p> <p>DELIVERY INFORMATION Who is the recipient?</p> <p>CARD MESSAGE And what would you like to tell (insert recipient's name) on the card attached to the gift?</p> <p>PRODUCT INFORMATION Do you have a gift in mind, or would you like a suggestion? Remember the Finishing Touch!</p> <p>CUSTOMER INFORMATION Finally, let me get some information about you to finalize the order. Which email address should I use to send a copy of the order?</p>	<p>EXISTING CUSTOMER</p> <p>LOCATE CUSTOMER May I have your phone number? Or text name? Confirm customer information Look at average sale</p> <p>DELIVERY INFORMATION Where would you like to send flowers? Look at previous receipts</p> <p>CARD INFORMATION And what would you like to tell (insert recipient's name) on the card attached to the gift?</p> <p>PRODUCT INFORMATION Do you have a gift in mind, or would you like a suggestion?</p>
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Take payment and close the call with a formal recap:
Please grab a pen, I need to give you some important numbers...
Your order number is ###, in case you have any questions for us.
Your total is \$\$\$, and recap WHAT is being sent to WHOM and WHEN.

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YOU ARE STRONGER THAN YOU THINK

Empowering your team to sell HIGHER

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Sales Mantras

man-tra
a word or sound repeated to aid concentration and focus

- Mantra 1
- Mantra 2
- Mantra 3
- Mantra 4
- Mantra 5

Don't be afraid to hear "NO"

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EASY MONEY

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Offer EVERY Customer a Finishing Touch

- 1 Give your professional advice.
As a finishing touch we can include or attach...
- 2 Offer one item that you feel is the best fit for the recipient and the occasion.
A bright Happy Birthday balloon
A box of our delicious chocolates
The option to hand-write your special message in a keepsake greeting card. (perfect for funerals)
- 3 State the price.
They're just \$X or They're only \$Y.

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THE GOOD OLD DAYS

Boost your OUTGOING Business

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JUST 3 EASY STEPS

1. Educate your staff to sell smarter
2. Educate your customers about the service
3. FOLLOW UP on those orders!

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Q

A

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Guaranteed Increased Sales for...

SAF Members

This certificate entitles the bearer to FloralStrategies training for just \$595* vs the standard rate of \$795.
Expect to earn at least an extra \$25,000 this year. Guaranteed.

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SEPTEMBER 12-14, 2018 - GARDEN RIDGE, CALIFORNIA - 114TH ANNUAL CONVENTION

* Training MUST be paid for at convention to secure this special offer!

DATE: **Sept 2018**

Floral STRATEGIES *Tim Huckabee*
Timothy Huckabee FSC
President, FloralStrategies

To redeem, see Tim Huckabee or Sam Bowles from the FloralStrategies team.

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