



**1 DAY PROFIT BLAST**  
**KANSAS CITY**

**SUNDAY, JULY 21, 2019**

**Sheraton Kansas City Hotel at Crown Center, Kansas City, MO**

**Extraordinary Service in Your Shop Every Day**

presented by Sam Bowles FSC  
FloralStrategies Sales Coach  
General Manager, Allen's Flowers & Plants, San Diego, CA



# Webinar Give-away!



**Delivery Boot Camp**  
2019

Get more mileage from your drivers!

[more info](#)



# Thank you!



## Spread The Word

Customer Service  
is the NEW Design



“Shop owners, you have to invest in new products for your designers to play with. Because they’re artists....

Designers, it’s our responsibility to take new products and create profitability for our shops.” -Jody McLeod



“Shop owners, you have to invest in customer service training and skill development for your team!

Salespeople, you have to take those skills and create profitably for your shop!”

-Sam Bowles



**SECTION 1** Phone

**SECTION 2** Floor

**SECTION 3** Website



# On the Phone



1

MAKE A GOOD FIRST IMPRESSION



2



3

# ENGAGE



4

JUST

# Google It!



5



## Tip...

- Consider VoIP
- Make sure you're using what it's capable of





# VoIP...

- Ability to flex/spread call answering
- Welcome message that gently suggests website
- Holidays—ability to separate questions from new orders



# In Store/On Floor







# 1

“Are you happy just browsing?”

“Are you looking for a gift or something to brighten your own space?”



2



Nick Downes

*"What sort of flowers say, 'I promise to obey the restraining order'?"*



3



4



5



# Tip...

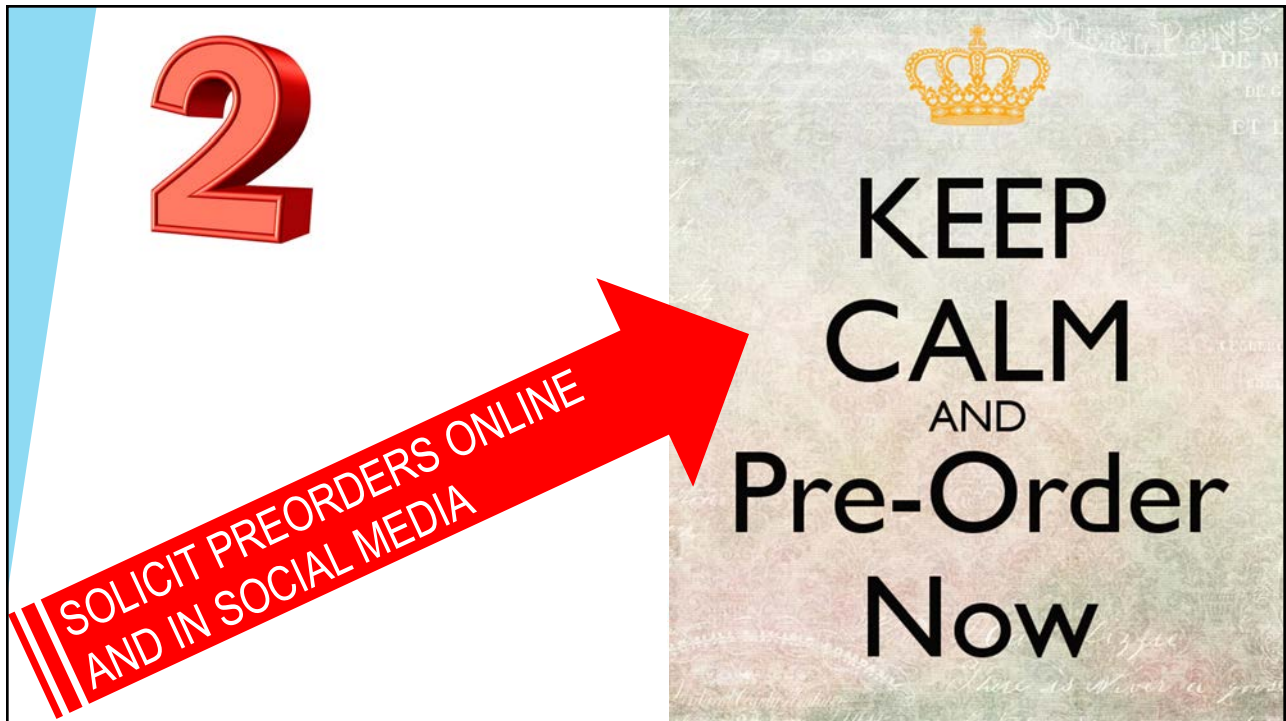
- Replace your books with customer-facing computers
- Shop your own site!



# Website







# ONE MORE THING....

**Did you know that we can deliver to moms, grandmas (or anyone) ANYWHERE IN THE COUNTRY?**

Place another order in the next week and **use coupon code MOMSROCK** and you'll save \$5!



SOCIETY of AMERICAN FLORISTS

STRATEGIES

# 4

**REGULAR  
WEBSITE  
UPDATES**



*GOOD FOR EVERYONE!*

**KEEP YOUR SITE CURRENT!**



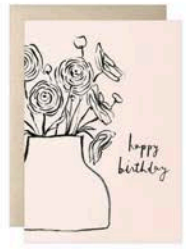




5

Don't be afraid to limit choices




Tip...

Additional Gift Options

				
Birthday Greeting Card	Gourmet Chocolates	Mylar Balloon Birthday	Rose Petals	Wine & Champagne
<input type="text" value="e Birthday Flowers - A"/> <input type="text" value="1"/>	<input type="text" value="Select"/>	<input type="text" value="Select"/>	<input type="text" value="Select"/>	<input type="text" value="Select"/>





## MAKE YOUR EVENT EXTRA SPECIAL

As the city's premier florist, Allen's Flowers Event Team is uniquely positioned to make sure your event is extra special. To get started, share a little more about your event using the form located here and

Allen's Flowers (Ev...)
Customize

72  
ACTIVE PROJECTS

1  
INQUIRY

5  
INITIAL CONTACT

0  
MEETING

0  
FOLLOW UP

5  
PROPOSAL SENT

1  
BOOKED  
PROPOSAL SIGNED

0  
BOOKED  
RETAINER PAID

0  
BOOKED  
ORDER FLOWERS

14  
BOOKED  
PLANNING

40  
BOOKED  
COMPLETED

PROJECT	PROJECT DATE <small>↑↓</small>	MOVED	STAGE	RECENT ACTIVITY	Bulk Actions
Luma April Deliveries (905075)	Mon, Apr 01, 2019	a day	Proposal Sent <input type="button" value="v"/>		...
UCSD Health (904284)	Mon, Apr 15, 2019	9 days	Proposal Sent <input type="button" value="v"/>		...
Greg Reed (904415)	Fri, Apr 26, 2019	4 days	Proposal Sent <input type="button" value="v"/>		...
Emily Taylor	Mon, May 20, 2019	17 days	Proposal Sent <input type="button" value="v"/>		...
YPO Event (904437)	Tue, May 21, 2019	4 days	Proposal Sent <input type="button" value="v"/>		...



## Floral Event Catalogue





## Floral Holiday Catalogue



### Contemporary, Colorful, and Chic

**Wind and Sea**  
small / medium / large



**Orange Splash**  
small / medium / large / tall



events@allensflowers.com - 619.784.3962

**ALLEN'S**  
FLOWERS & PLANTS  10

### The Woodland Collection

Inspired, lush, contemporary designs in handmade wooden boxes.

**Woodland Whimsy**  
small / medium / large / extra large



small 4x4 cube      medium 5x5 cube      large 6x6 cube




extra large 5x10 box




All of the designs on the next page from the Woodland Collection are available in the same sizes shown here for Woodland Whimsy.

events@allensflowers.com - 619.784.3962

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allensflowers.com/weddings - events@allensflowers.com - 619.784.3962

**ALLEN'S**  
FLOWERS & PLANTS 

## Gaslamp

Featured flowers include purple mokara orchids, peach roses, light pink tulips, lavender stock, and more.

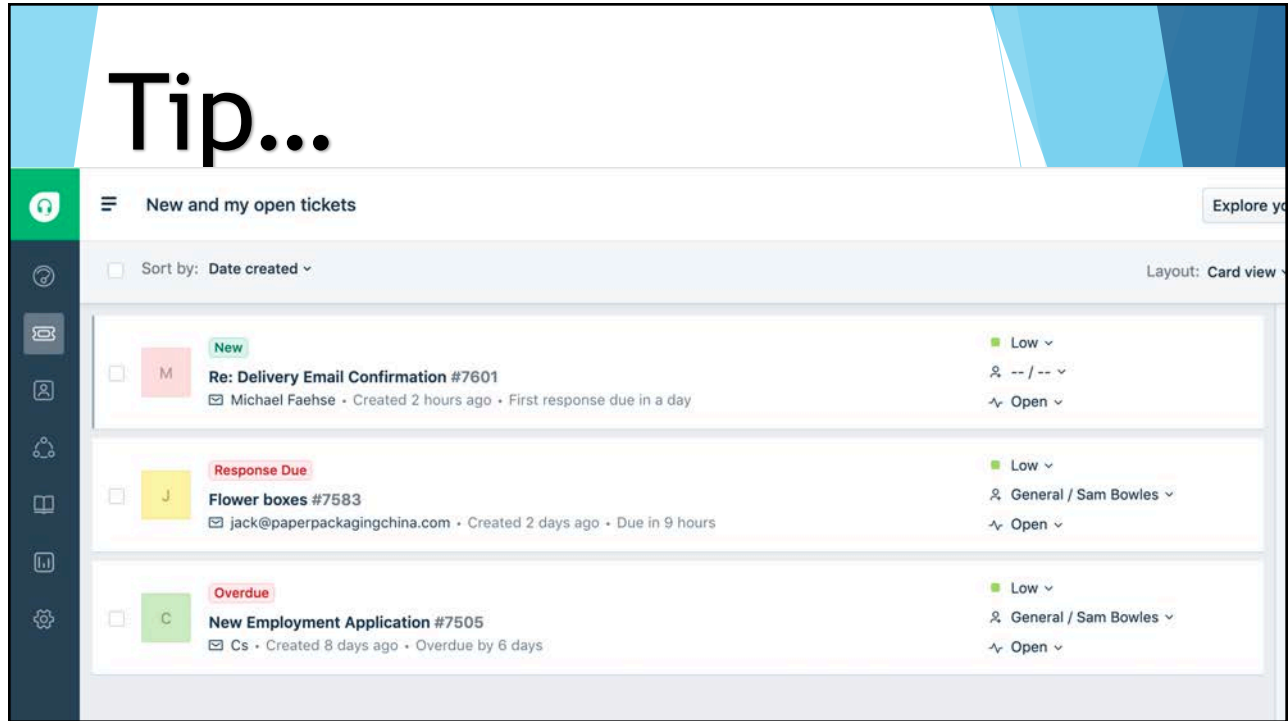
bridal bouquet	\$175
maids bouquet	\$100
boutonniere	\$20
centerpiece	\$65

\*discounted pricing may be available when ordering multiple bouquets, boutonnieres, and/or centerpieces. Inquire for more details!

**Ready to order? Have questions?**  
Visit [allensflowers.com/weddings](http://allensflowers.com/weddings) and click "Contact Us" to get started!

Through our convenient online event portal, you'll be able to view proposals, verify essential delivery info, and even make payments!

oral  
TEGIES



The image is a presentation slide with a blue and white geometric background. At the top left, the word "Tip..." is written in a large, bold, black font. Below this, a single bullet point is centered on the slide: "Review Generating/ Management Program". At the bottom of the slide, there are two logos. On the left is the logo for the Society of American Florists (SAF), which consists of a stylized blue flower icon followed by the letters "SAF" in a bold, serif font, with "SOCIETY of AMERICAN FLORISTS" in a smaller, sans-serif font underneath. On the right is the logo for Floral Strategies, which features a stylized green and purple flower icon followed by the word "Floral" in a bold, sans-serif font, with "STRATEGIES" in a smaller, spaced-out, sans-serif font underneath.

**ALLEN'S**  
FLOWERS & PLANTS 

**Your feedback is important to us!**


We recently made a delivery on your behalf,  
and we'd love to get your feedback!


Share your experience, and we'll  
give you \$5 off your next order!

**How did we do?**  
(click a number below)



**ALLEN'S**  
FLOWERS & PLANTS 



**Oh No!**

We're constantly striving to get better, and it sounds like you were not happy with your experience.  
Please let us know what went wrong and a manager will be in touch.

\* INDICATES REQUIRED FIELD

YOUR NAME \*

First  Last

EMAIL \*

YOUR ORDER NUMBER

YOUR PHONE NUMBER



**ALLEN'S**   
FLOWERS & PLANTS



**3 is okay, but we want to be GREAT!**

We're constantly striving to improve, and it sounds like we could have done better with your order.  
Please let us know how we could improve, and a manager will be in touch.


\* INDICATES REQUIRED FIELD


YOUR NAME \*

First  Last

EMAIL \*

YOUR ORDER NUMBER  YOUR PHONE NUMBER

**ALLEN'S**   
FLOWERS & PLANTS



**4 is good, but we want to be GREAT!**

We're constantly striving to get better!  
Please let us know how we could have improved your experience!

\* INDICATES REQUIRED FIELD

YOUR NAME \*

First  Last

EMAIL \*

YOUR ORDER NUMBER  YOUR PHONE NUMBER



### Hip Hip Hooray!

We are constantly striving for excellence, and we're so glad you had a 5-star experience!

It would mean the world to us if you'd share that with other potential customers on Yelp! or Google (or both if you REALLY love us) using the links below!



As a token of our appreciation for your time



# WHAT ARE MY NEXT STEPS?

Email **KC PROFIT BLAST** to [tim@floralstrategies.com](mailto:tim@floralstrategies.com) for a copy of this handout

Come talk to Sam at the Floristware booth about exciting new educational opportunities for YOUR staff!



## Guaranteed Increased Sales for...

### SAF Members

This certificate entitles the bearer to FloralStrategies training for just \$595\* vs the standard rate of \$895.  
Expect to earn at least an extra \$25,000 this year. Guaranteed.



\*training MUST be paid for at Profit Blast to secure this special rate.

800.983.6184

*Tim Huckabee*  
Timothy Huckabee FSC  
President, FloralStrategies

To redeem, see Tim Huckabee from the FloralStrategies team.





# Thank you!

