

Autoattendant and Sales Scripts to Help Manage Customer Expectations, from Chris Drummond, Penny's by Plaza Flowers, Norristown, Pennsylvania

Autoattendant:

Option 1: Thank you for calling Scranton's best florist, ABC Flowers & Gifts. Flower demand is at an all time high as consumers worldwide are giving flowers to express emotion during this pandemic. Ask our designer to create a spectacular, one-of-a-kind creative arrangement of today's freshest blooms. Your flexibility with regard to color and variety is appreciated and we LOVE to show off for you! Choose "Designer's Choice" 24/7 at ABCFlowers.com or hold for customer service.

Option 2: You have reached a real family florist, ABC Flowers & Gifts. Seems like everyone has become a flower-lover during the past year and we are busier than ever preparing creative designs for delivery and pick-up. Due to worldwide demand, some flower varieties may be in short supply. Please help us out by choosing "Designer's Choice" at ABCflowers.com. We guarantee you'll love our artistry and outstanding value. Shop now at ABCFlowers.com or hold for customer service.

Option 3: It's a fantastic day at ABC Flowers & Gifts, where we know how to express your emotions beautifully, especially during this time when connection is so important. Choose our top-selling design, "Creative Surprise," at ABCFlowers.com. We'd love to surprise you with an artistic one-of-a-kind design of today's freshest blooms. Shop 24/7 at ABCFlowers.com or ask for "Creative Surprise" when we answer your call.

Sales Scripts

** REMEMBER YOU ARE THE EXPERT AND CUSTOMERS LOOK TO YOU FOR ADVICE. USE POWER PHRASES LIKE "I RECOMMEND ..." OR I SUGGEST..."

Specific flower request (uh-oh): This pandemic has resulted in record demand for flowers. Certain varieties are in short supply. I suggest a creative one-of-a-kind design of today's freshest garden flowers matching your color specifications. We love to show off, and you get the best value by giving us your flexibility. Our premium designs are \$200 and up, large for around \$150. Our most popular sizes range from \$90-\$120. What size would you like?

Long stem rose request (problem with color and/or stem length): Roses are an outstanding choice. My favorite is our "Modern Double-Dozen." We show off all of today's best colors expertly designed in our crystal clear glass cube. This popular style is low and compact with lily grass and eucalyptus, perfect for a desk or kitchen table. Our double-dozen is only \$110, or upgrade to our triple-dozen for only \$40 more. What size would you like?

Running out of flowers today (blooming plants are a great option): I have a great long-lasting option that is very colorful. I recommend our Blooming European Garden. These are living potted plants and many are flowering in magnificent spring colors. We assort the colors and textures in a classic design that can be enjoyed for weeks on a kitchen island or desktop. Our premium gardens are \$200 and up, large for around \$150. Our most popular sizes range from \$90-\$120. What size would you like?