



The 10 Step Plan to Boost Every Sale by 20%

metz

Successful Together.

presented by Tim Huckabee
from FloralStrategies.com
sponsored by Metz

Today you will get an introduction to the basic principles of the FloralStrategies sales and service training program. Please listen, ask questions and take notes.

The complete training program (which includes Tim spending that day with your staff) is guaranteed to bring an easy extra \$10,000 to \$25,000 or more for store this year!

See Tim about completing the training in your store at special rates through March 26, 2011.

STEP ONE

Understand what's *really* happening at your store. Customers just want

their shopping experience to be easier. Handout 1, Cartoon

STEP TWO

Update and upgrade your sales approach. Stop asking so many questions and begin *listening* to your customers. Handout 2, Forbidden Questions

STEP THREE is taught in your store

Sell by Size Not Price and supercharge every sale!

STEP FOUR

Upgrade your language. Instill confidence in your customers with professional language. Handout 3, Power Vocabulary

STEP FIVE is taught in your store

Superior Customer Service. A whole new plan for handling any customer service situation better.

STEP SIX

Tap into free money by selling more add-ons. Offer customers the chance to buy balloons, stuffed animals, chocolates and they will!
Handout 4, Finishing Touches

STEP SEVEN is taught in your store

Funerals Sales Made Easy. Our simple chart makes taking bigger funeral sales comfortable for everyone.

STEP EIGHT is taught in your store

Action plans to make the most of every holiday!
Have your best spring holidays ever!

STEP NINE is taught in your store

Sell Gift Baskets by Size not Price and double their value!

STEP TEN+ are taught in your store

How to reinforce sales process with your staff, incentive plans to keep everyone motivated, selling upgraded roses every day and much, much more!

RESOURCES

Contact Tim on 800.983.6184 or 917.257.9927 to schedule the complete

10-step training program at your store from 3.14 through 3.26 on a first come, first served bases. This one-time only special is \$595 vs.

the standard rate of \$995! A minimum \$10,000 increase in sales is guaranteed!

Visit www.floralstrategies.eventbrite.com to learn about Tim's monthly webinars. Make sure to use code CFA for a special rate. The next webinar is on Tue, 3.15!

Get more of Tim's training by reading his column, CSI: Flower Shop (sample attached) in Floral Management magazine. Subscribe at www.safnow.org





Replacement for: add-on or “Do you want to add a balloon to the flowers?”

Why? A finishing touch is perceived as that one, extra element that the order needs. Additionally, you can integrate the reason for sending flowers with the item, “As a *finishing touch*, we can attach a Get Well Soon balloon to your sister’s flowers for just \$5!”

When? Birthdays, anniversaries and ‘get well’ are the easy reasons for offering a balloon, teddy bear or chocolates. Challenge yourself to find the appropriate *finishing touch* for every order and your sales will go up and up! For example, when a customer tells me that he is sending flowers because his wife is having a bad day, I offer, “As a *finishing touch* I can attach a Smiley Face balloon to her flowers for just \$5”

CSI: FLOWER SHOP CALL SERVICE INVESTIGATION



SHOP: Small shop in suburban Connecticut

SCENARIO: My 20th wedding anniversary

EMPLOYEE: Good Morning, XXX Flower Shop.

TIM: Good Morning. I need to order some anniversary flowers for Monday.

EMPLOYEE: OK. Let me get some information on you. (She took my name, address, phone number, etc.)

EMPLOYEE: Well, what do you want to send? Pretty flowers? Do you want them in a vase or basket? Do you know what her favorite flower is? Our arrangements start at \$35 and go up.

TIM: Whoa — that's a lot of decisions! I do want pretty flowers but I don't know which is her favorite, what do you recommend? Is there a big difference between a vase and a basket? If they start at \$35, will that look nice?

EMPLOYEE: We can do something real nice for \$35 and we'll make a bright and cheery mix.

TIM: OK, I am trusting you...

She then took my card message, which read, "I cannot believe it has been 20 years already! All my love, Tim."

At the end of the call, I asked for her name, since the employee had yet to offer it.

If you would like your shop called for a column, contact Tim Huckabee at (917) 257-9927 or tim@floralstrategies.com.

> A Call Service Investigation (CSI) by Tim Huckabee, a sales and customer service mentor and frequent Floral Management contributor, who's keeping the lines safe from bad service and tracking evidence of outstanding phone sales.

CSI ANALYSIS

Liz answered the phone promptly. Sadly, that was about the only part of the call that made it easy for me to shop at this store.

- started with a major announcement: I was about to celebrate my 20th anniversary. However, Liz showed absolutely no emotion.
- Liz was using some order-entry software, but given how many times she asked me to "slow down," she was either very new at it or having problems.
- The vase-or-basket question wastes time. Why not offer the one that's more profitable? If a customer has a preference, he'll let you know.
- Though I did not ask, "What is your least-expensive arrangement?" she started there, as seems to be the sad standard in every I test call.
- I was assured my order would be "real nice," whatever that means. Liz did not give me a total, provide an order number or capture my e-mail address. She didn't offer balloons or chocolate. Finally, I only found out Liz's name by asking.

THE FIX

Every employee should give his or her name. This is about building a relationship with customers and simple courtesy.

Be ready to make a "connection comment" after finding out the occasion (I am sorry for your loss / You must be so proud). With a simple "Happy Anniversary," Liz could have put herself in a mindset to sell appropriately instead of just taking an order. A personal comment might have triggered her to offer balloons or suggest a keepsake vase.

If you type slowly or are struggling with software, let the customer know. When I am unfamiliar with a shop's software, I tell the caller, "I appreciate your patience. I just want to make sure that I am entering your order 100 percent accurately!" People appreciate that and slow down.

Instead of asking if I wanted to send "pretty flowers" (Why would I want to give my wife ugly ones?), Liz should have made a card message-inspired suggestion: "What about sending 20 roses in her favorite color?"

Never fail to give customers a total price. Where else would you purchase an important gift without knowing the cost?

And always capture e-mail addresses, since most POS systems allow sending a copy of the order to the customer. Additionally, the e-mail address can be used by most systems to send confirmation upon delivery.



POWERvocabulary



<i>What you used to say...</i> <i>(vague and misleading)</i>	<i>What you are going to say...</i> <i>(professional and courteous!)</i>
Do or Make	Create or Design
Nice Size	Small, for a desk or end table, etc
Looks Nice	It's Beautiful!
\$34.99	\$35. (always use rounded numbers in conversation)
Filler	Accent Flower
But	Leave your but at home!
Funeral Piece	Sympathy Design
We'll put the money in the flowers, not the vase	A simple, clear vase – so the flowers are the focal point
A Nice Mix	Beautiful Garden Flowers
Designer's Choice	Today's – or the appropriate – color scheme
A Wire Order	We'll work closely with the best (or our favorite) florist in that town/city.
Expensive or Pricey	Premium
Inexpensive	Standard or Basic
That's \$65?	That's \$65. Always end prices with a period, never a question mark!
Problem	Question
Do you want that to include delivery?	Delivery is sold separately , as a service
Hold, please	May I place you on hold?
Around, Starting at OR From \$35	Between \$35 and \$55
We can do something in a nice size for around \$35, \$40	We can create a medium vase arrangement, perfect for a coffee table, filled with our best garden flowers (in spring colors) from \$55 to \$75. That happens to be our most popular size!



Stop asking useless questions and start listening better!

How much do you want to spend?
What do you want to send?
What's the occasion?
Do you want a vase or basket?
Do you want your total to include delivery?

Notes: