

# Operation Local Sales

By Tim Huckabee

## Tips for luring local customers to your shop



### Making the Most of Your POS System

Nearly every flower shop I visit uses order-entry software. Several florists make the mistake of viewing the system as an electronic order pad rather than a powerful tool to help build sales.

#### System Capabilities

When was the last time you called the tech department to learn what you can do with your POS system's latest upgrades? For example, on some programs you can give the customer his order (or transaction) number at the end of the call and direct him to use that number on your Web site to track delivery status. Then he is "forced" to visit your Web site and will hopefully start shopping there, too.

#### Training Necessities

Call your POS vendor and ask about support materials for training. I've seen a great new coaching CD from Teleflora for RTI as well as laminated flip charts and interactive Web sites from other vendors. Your staff should learn how the system works so they can focus on helping customers instead of worrying about which key to hit next.

#### Make the Sale

Here are a few valuable pointers from my on-site training

program that you can implement immediately:

- Can you view your customers' spending patterns (i.e. average sale)? Use that information. When I see that someone spends \$75 on average and is asking for a "special arrangement," I start him in the \$100-plus range. If I didn't pay attention to that information, I might've volunteered, "We can do something nice for around \$60." (If you've read my columns every month, you know that "something nice" should be eliminated from your vocabulary since it's vague, ineffectual and costs you money. Instead, say, "A large arrangement, that's great for a dining room or kitchen table, in our most impressive design will be perfect and is priced \$100 to \$115.")

- What about viewing what your customer has sent before? With the FAS system, I can see the product category the customer usually sends, such as plants and flowers. Several POS programs let me view what was sent to a particular recipient. Either way, I integrate that information into my conversation so I can make a bigger sale. For example, "Mr. Jones, I see you usually send green plants, did you know that we also carry some exotic orchid plants?" or "Mrs. Smith, I see you sent your mom a dish garden for her birthday last year. We can create a beautiful vase arrangement in her favorite color this year (at \$10 to \$15 more)."

**The bottom line:** You invested in your software — make it help your business grow.

**Note:** *This month's column is based on my work with the RTI, Daisy, Eagle, Advantage, flowerSoft and FAS systems. Other systems also may have the features mentioned.*

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## Web Wise Smart Ways to Win Online Customers



Online customers probably don't notice the changes on **www.Kremp.com**, but the Philadelphia florist knows they're there and working. In mid December, Chad Kremp of Kremp Florist worked with a Web development company to enhance search-engine optimization and increase Kremp Florist's ranking on Google search results. After improving the site's keyword marketing by including the shop name and available products as much as possible, changing the names of the pages from product numbers to product names and including more information about its delivery area, Kremp Florist saw results: The flower shop's Web site had more than 16 times as many visitors this January compared to January 2004, Kremp says.