



---

## Proposal prepared for webinar training at: **Your Shop**

### Overview:

The objective of this document is to present an outline for training the staff to implement the FloralStrategies methodology at your store. The focus is on building sales, improving service and fostering repeat business on the phone and at the counter in a new and exciting manner.

### Proposal Scope:

- The FloralStrategies approach to customer service and sales is taught through a webinar which includes coaching, written exercises, role-playing and live demonstrations.
- Customized sales tools are created to post by all phones and terminals. These tools reinforce the training and encourage up selling. Staff receives handouts in the workshop which they can begin using immediately.
- Training covers all aspects of selling and service from weddings to funerals, walk-ins to wire-outs, funeral to fruit baskets and MUCH more.
- The POS system, regardless of supplier, is better integrated into the sales and service process, increasing efficiency, accuracy and interdepartmental communication.
- A post-training meeting is held with management to lay down guidelines to ensure that the new materials are completely integrated into the store culture and processes.
- First-time customers are given a free trial in TOTALtraining, the FloralStrategies monthly sales support program.
- A 30-minute recap webinar is scheduled for roughly 4 to 6 weeks after the first session to have a round-table discussion with staff to ensure that they understand and are using all new materials.
- **FloralStrategies training is covered by a written guarantee of at least a 20% increase to the average sale or retraining is done for free.** Some conditions apply.



**Costs:** (in USD)

One 2.5 to 3-hour customized webinar session (recorded for your permanent use) AND follow up 30-minute session 4 to 6 weeks later	\$795
<b>Aug/Sep 2016 promotional rate</b>	<b>\$495</b>

**Payment:**

Payment in full is due upon scheduling the initial session.

**Schedule:**

The session is roughly 2.5 to 3 hours long and can be coordinated to start from 9am to 6pm Eastern.
<b>Session can be booked for any weekday or Saturday through Sep 30</b> <b>Please call 917.257.9927 to check availability.</b>

**Submitted By:**

Tim Huckabee AIFSE  
FloralStrategies.com  
585 Isham St, Suite 5F  
New York, NY 10034 USA

800.983.6184 | office  
917.257.9927 | direct  
212.937.3590 | FAX  
contact@floralstrategies.com

**Accepted by:**

---

**For**

**Date**