



TOTALtraining

ongoing sales education

One monthly secret-shopper test call
sent to you as an audio file along with a detailed report

Monthly sales tip to print, share with your team, and post by every workstation
keeps staff focused on selling bigger and serving better

Bi-monthly round-table webinar with other owner/managers from shops around the world
to talk about your issues, share ideas, and get feedback (30 mins, join live or watch recording)

Bi-monthly interactive webinar for your staff
to sharpen their skills, role play, ask questions, and reinforce the FloralStrategies process (30 mins, join live or watch recording)

Train-the-Trainer Webinar with coaching, resources, and tools
to help you become a more effective sales manager and get the most out of TOTALtraining

Monthly 15-minute one-on-one private coaching session with Tim or Sam
to discuss YOUR issues

Annual 60-minute CUSTOMIZED WEBINAR just for your shop
using your prices, your products, your POS system, and your point of view

Discount on the separate FloralStrategies/SAF webinar series
monthly webinars on varied topics from web photography to controlling costs and more

AND an annual one-day store visit from a FloralStrategies trainer who will teach your team the latest version of our sales and service methodology.
Non-members pay \$1495 per day for the same training.

If purchased separately these products & services would cost over \$400 per month.

Register for TOTALtraining today and you will receive all of these benefits for less than \$7 per day!

TOTAL training +PLUS	TOTAL training lite
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Included with membership	Just \$895 per day
only \$199 per month	only \$99 per month

TOTALtraining +PLUS members will be eligible for their included OnSite visit after 8 months of membership, but may take advantage of the reduced rate of \$895 per day as often as they would like.



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FAQs

Why do I need TOTALtraining, you just taught us so much?

That's exactly why you need this ongoing support! We are often training owners and staff our new approach after they have been doing it the 'wrong' way for years and years – and old habits die hard! Additionally, we are constantly refining our process so TOTALtraining becomes a conduit to keep your stuff updated with new materials and techniques. Think about it like a gym membership; you don't just go once, you visit regularly to build your strength. Join TOTALtraining to keep your sales growing stronger every month!

Where do TOTALtraining members access all the included resources?

We send out a monthly newsletter which includes the sales tip, reminders for that month's TOTALtraining webinar and other important program information. Additionally, ALL the TOTALtraining resources, including your shop's secret-shopper call recordings and reports, recordings of past webinars, past monthly sales tips, and more can be found in the TOTALtraining MembersOnly section of FloralStrategies.com.

Are the SAF-partnered monthly webinars included with TOTALtraining membership?

In order to keep the program costs as low as possible, the SAF-partnered webinar series is not included with TOTALtraining membership. However, TOTALtraining members receive a 5% discount off the series or individual webinars.

Can TOTALtraining members get additional OnSite training?

Always! TOTALtraining PLUS members get one day of OnSite training each year as a part of their plan. But ALL TOTALtraining members are entitled to as many days of OnSite training as they would like for just \$895 per day (nearly 50% off our normal rate). Most members add an extra day to their included day for a two-day, more intensive training experience with role playing, test calls to other shops and more. This is not required but suggested.