



# CORE TRAINING

**SUPERIOR SERVICE**  
before, during and after the sale

 **Floral**  
STRATEGIES

VERSION 2019

# OVERVIEW

## 1. MEET AND GREET

The survey says...  
When should?  
Mantras  
The recurring sales pattern  
Sell flowers like food  
Forbidden questions

## 7. ADDITIONAL TOOLS

Web selling  
Frankenorders  
Roses  
Funerals  
Fruit baskets  
Final CHECK IN and the next steps

## 2. NEW SELLING

Your customers will spend more!  
Sell by size  
Finishing touches  
What should?



## POWER STATEMENT

## 3. BREAK!

## 4. CHECK IN

## 5. NEW SPEAKING

Lexicon  
Words do count  
How should?  
Badjectives

## 6. PULLING IT ALL TOGETHER

Software flow chart  
Self-monitoring form





**What do you  
like most about  
selling flowers?**

**What do you  
like least about  
selling flowers?**

**What part of the sales  
and service process  
do wish you could  
do better?**

# WHEN SHOULD?

## LET'S DISCUSS WHEN SHOULD YOU...

1. MENTION THE NAMES OF FLOWERS?

2. ASK FOR A CUSTOMER'S BUDGET?

3. DIRECT A CUSTOMER TO YOUR WEBSITE?

4. START AT THE LOWEST PRICE?

5. TALK ABOUT DELIVERY CHARGES?

6. PROMISE A CUSTOMER THAT YOU'LL  
"DO YOUR BEST"?

7. OFFER AN ADD-ON?

8. OFFER A CUSTOMER MORE THAN ONE CHOICE?

9. SELL ACCORDING TO THE CUSTOMER'S AGE?

10. NOT TAKE A RECIPIENT'S PHONE NUMBER?

11. ASK FOR THE RECIPIENT'S FAVORITE FLOWER?

12. APOLOGIZE TO A CUSTOMER UPSET ABOUT PRICES?

13. PROMISE A CUSTOMER THAT THE  
FLOWERS WILL, "LOOK NICE"?

14. SEND OUT AN ORDER ANONYMOUSLY?

# SALES MANTRAS

**MAN-TRA**

a word or sound repeated to aid concentration and focus

1

2

3

4

5

6



# THE RECURRING SALES PATTERN



*"What sort of flowers say, 'I promise to obey the restraining order'?"*

**FACT**

Most customers don't know what they want.

**FACT**

Customers already perceive you as the expert.

**FACT**

Customers will buy what you guide them to buy.

# SELL FLOWERS LIKE FOOD!



*“What will change my life?”*

**FACT**

Customers want to hear about NEW & DIFFERENT.

**FACT**

Customers are prepared to spend more than you think.

**FACT**

Give better descriptions with the price at the end.

# FORBIDDEN QUESTIONS

REMEMBER THE MANTRA: Ask fewer questions...

CORE training

1

2

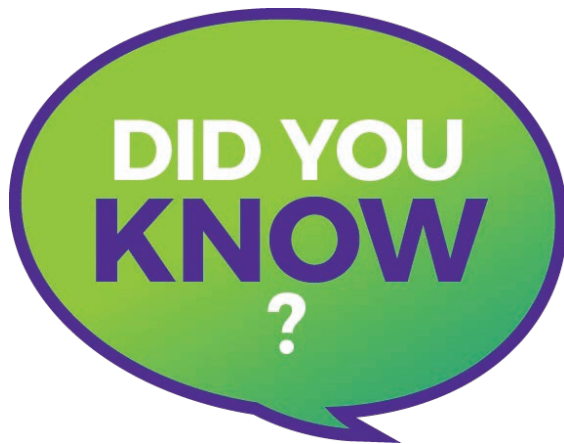
3

4

5

6

# YOUR CUSTOMERS WILL SPEND MORE!



25%

WHY?