



This is the seventh in a 10-part series aimed at empowering Floral Management readers to build a foundation month by month, sale by sale, for higher sales, more confident employees and happier customers.

## TRICKY SALES MADE SIMPLER

> This month we delve further into two very different and distinct types of sales that require special attention: funerals and outgoing orders. I have found if these sales are not handled correctly, they quickly become problematic. I recommend that you start by reading my guidance here, discuss it with your staff and THEN go online at [floralstrategies.com/saf](http://floralstrategies.com/saf), where you will find detailed scripts for both topics. Download them and post them next to every phone.

### Better Funeral Sales

As cliché as it sounds, a funeral truly is the last chance for a customer to send flowers to the deceased, so we better get it right. Traditionally, we get wrapped up in the emotion of the sale and too often undersell. I hear excuses like "I felt bad for them" or "They were so upset, I did not want to seem pushy." To the contrary, grieving customers need professional guidance and suggestions more than

ever. To that end, I cannot stress enough the need to LISTEN to customers. Pay close attention to the relationship between the sender and the deceased and note how many names are on the card message. Leverage that information to sell better. Say something like, "I'm so sorry for your loss. As he was your brother-in-law and this is coming from so many family members, I SUGGEST one of our premium easel sprays, priced between \$350 and \$500."

### Better Outgoing Orders

We never know what another flower shop will have in stock or how early they deliver to the recipient's address, so my best advice is to stay away from specifics and focus on generalities. Here's an example: "I know you like that design in our cooler but I can't promise that the shop in Delaware will have those same flowers, so I'll ask them to get as close as possible, sticking to that rich autumn color scheme." Sell color schemes; don't promise exact flowers. Likewise, you could say, "I don't know how early they deliver to that part of town. I will request a morning delivery but cannot guarantee it."

With outgoing orders, two other issues often come to the surface: pricing and fees. Since I personally visit more than 250 shops each year, I can tell you with certainty that if you set a minimum of \$50 plus delivery for an OPEN outgoing order, your customer will be happy and the order won't bounce back with a request for more money. When customers question the "wire service fee," I educate them by stating, "That fee enables us to work with the best shop in that town to ensure your mom gets beautiful, fresh flowers, hand-delivered right to her door, just as we would do for you here." 🌿

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### COMING NEXT ISSUE:

Next month, we'll focus on expanding the basic sales skills introduced in March.



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### Now Go Online

For those readers who have been following

this new column since January, we'd love to hear more feedback: your success stories and struggles, how the ideas presented have impacted your store culture and raised your average sale. Email [tim@floralstrategies.com](mailto:tim@floralstrategies.com) or reach out to chat at (800) 983-6184. For those just joining us: Welcome! Visit [floralstrategies.com/saf](http://floralstrategies.com/saf) to get caught up. There, download tools to transform your staff into more polished, professional, service-oriented salespeople.