



This is the sixth 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.

## STAY ON TARGET

> Every business owner wants bigger sales and more profits, but you can't simply wish that into happening. Likewise, you can't bark at your staff to sell bigger without giving them tools, training and one incredibly valuable piece of information: a target.

To manage your team better, you need to let them know where they are operating now and where you want them to be. For example, run a report from your POS system to determine what your current average store sale is and explain to your team that you expect, want and need at least a 10 percent increase.

### Manage Performance

After you have a meeting with your team to explain the performance target and review the sales training and tips I have been sharing each month, you need to monitor their progress.

Undoubtedly, this is the biggest struggle shop owners have: holding staff accountable for their performance and reprimanding them when they don't produce the necessary numbers.

You don't have to be an ogre about this and rant and yell and scream. Instead, let the numbers do the talking. For example, say: "Kathy, at our meeting last month I showed everyone that our store average for phone sales is \$68 and yours is only \$57. I just ran the report again and you're still below \$59. Let's talk about what we can do to at least get you to the store level, if not higher."

Work one on one with that staff member. Listen to their phone and floor sales. Do some role-playing. Lead by example and have them listen to and learn from you. The numbers don't lie. And they don't bite either, so use them to make more money for your shop.

### Reward Performance

Money motivates. It's a simple yet powerful fact that you should use to your advantage to get more performance from your team while simultaneously putting more money in their pockets—and yours. I am a huge fan of incentive programs but don't like contests as they invariably pit staff members against each other and cause animosity.

There are many creative ways to reward good performance, and here are my two favorites since they involve very little administration and are easy to launch:

1. Buy low value (\$5, for example) gift cards to local food and retail outlets and give those out on the spot for exemplary performance or a big sale.
2. Create a team dynamic and tell your staff that the store average sale is now at \$X. If that number rises to or above \$Y at the end of the month, everyone gets \$X as a bonus. If the increase goes to \$Z or higher, then everyone gets \$XX.

Either one of these plans, or a hybrid of both, will increase sales and boost morale. I promise. Try it!

### Hold Yourself Accountable

If you've been following this column all year, by this point you should see a considerable jump in your average sales. Historically, shops following the FloralStrategies methodology for sales and service realize a 20 percent increase (or higher) to their daily phone and walk-in sales. If you have not seen the same growth yet, let's talk. To encourage you to share your stories (good, bad or otherwise), the first five shops to email their update to [tim@floralstrategies.com](mailto:tim@floralstrategies.com) will get a free copy of my latest sales training recorded webinar, a \$79 value. 🌿

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### COMING NEXT ISSUE:

Learn better ways to deal with two very specific type of sales: funerals and outgoing orders.



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