SuperiorService
before, during and after the sale

⚡ **POWER statement**

- **Meet Your Trainer**
  Let's play a round of Wenchüd
  Mantras
  Cartoon 1
  Cartoon 2
  Forbidden Questions

- **New Selling**
  Sell by Size
  Finishing Touches
  Let's play a round of Wutchüd

- **BREAK!**

- **New Speaking**
  Lexicon
  Let's play a round of Howchüd
  Badjectives

- **Pulling It All Together**
  Software Flow Chart
  Self-Monitoring Form

- **Additional Tools**
  Web Selling
  Frankenorders
  Roses
  Funerals
  Fruit Baskets
  Power Statement Recap

Wenchüd

Floral STRATEGIES
CORE training

Let's discuss **WHEN SHOULD** you...

1. Ask for a customer's budget?	9. Offer to refund an order?
Answer:	Answer:
Why:	Why:
2. Mention the names of flowers?	10. Sell according to the customer's age?
Answer:	Answer:
Why:	Why:
3. Direct a customer to your website?	11. NOT take a recipient's phone number?
Answer:	Answer:
Why:	Why:
4. Start at the lowest price?	12. Ask for the recipient's favorite flower?
Answer:	Answer:
Why:	Why:
5. Talk about delivery charges?	13. Apologize to a customer upset about prices?
Answer:	Answer:
Why:	Why:
6. Promise a customer that you'll "Do your best"?	14. Promise a customer that the flowers will, "Look nice."
Answer:	Answer:
Why:	Why:
7. Offer an add-on?	15. Send out an order signed Anonymous?
Answer:	Answer:
Why:	Why:
8. Tell a customer to call back?	
Answer:	
Why:	

NOTES

Sales Mantras

man·tra
a word or sound repeated to aid concentration and focus

Mantra 1

Mantra 2

Mantra 3

Mantra 4

Mantra 5

CORE training

Floral
S T R A T E G I E S
CORE training

"What flower says you're sorry without admitting wrongdoing?"

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

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Sell Flowers Like Food!

Floral
S T R A T E G I E S
CORE training

"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

Floral
STRATEGIES
CORE training

Forbidden Questions
Don't waste time with these useless questions!

1

Why?

2

Why?

3

Why?

4

Why?

5

Why?

6

Why?