



"Ask fewer questions, give more advice"

Simple Sales Boosters

Tim Huckabee on how to increase sales this Christmas



My name is Tim Huckabee and I have been teaching florists how to earn more since 1997. I am writing this column from my office in New York but I have been a fixture on the UK flower scene for a long time. I make regular trips to the UK to train forward-thinking florists who realize that a tidy shop and pretty hand-tieds are not enough anymore. The most successful florists engage customers, serve better and sell bigger. They bring me in to work with their staff and see a 20% boost to their average sale. And you can start to boost your sales too, just keep reading!

First and foremost, let your customer spend more! Maybe even the thought of higher prices scares you, for fear of rejection or losing the sale altogether. Rest assured that the only thing that will happen once you and your staff follow my advice is that customers will spend more and do so quite happily; I promise!

Aren't your customers the same shoppers who will happily spend £3 every day on a latte at Costa without hesitation? Aren't

they the same people who will spend £75 or more on a pair of trainers? Consumers spend more on everything every day, yet florists are terrified of charging more. Why, as an industry, are we terrified of hearing "NO" from a customer? In my 22 years of serving customers all over the world I honestly cannot remember when, upon being offered an item at more than they wanted to spend, the customer put down the phone or

stormed out of the shop never to return. It just won't happen in your shop either.

A mantra that I teach is, "Ask fewer questions, give more advice". The typical transaction (face to face or over the phone) involves so many questions that we just wear customers out! How much do you want to spend? What do you want to send? What's her favourite flower? And on and on. Pity the poor customer who just wants to have an expert take over and help him or her to make an easy, quick purchase.

Here's how to make shopping easier and increase the average buy, all in one fell swoop... start guiding customers toward the appropriate choice for their needs.

For example, once you learn that it's his wife's birthday, guide him with, "I RECOMMEND one of our larger hand-tieds in lovely spring colours for her birthday. She can place that on the dining table and she'll love it! Those designs are priced from £X to £Y"

Likewise, start to guide customers toward personalizing their sales by offering, "As a FINISHING TOUCH I SUGGEST a box of our delicious Belgian truffles at just £9.99" Offer your unsolicited opinion, "My favourite hand-tied from our Christmas range is the (and go over £50!)"

Don't be afraid of rejection, offer your customers higher prices and more options and they'll buy them. The worst thing they can say is "No" but you won't lose the sale. Really!

For further information and free samples of my training materials visit

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TEXT SANTA

Supporting ITV's fundraising appeal

This year we have been taking part in ITV's fundraising appeal, **Text Santa**, supporting Macmillan Cancer Support, Make-A-Wish UK and Save the Children.

The popular Text Santa Christmas sleigh is the designated product this season for the campaign, with a **10% donation on each sale going directly to Text Santa.**

With every order delivered, the Text Santa card must be included, raising awareness of the worthy appeal and ensuring the customer is aware of the 10% contribution that has been made as a result of their gift.

The Text Santa Christmas Sleigh is a fun and festive gift – but what else can you do this year to support ITV's appeal?

Do your bit and wear a knit!

Friday 18th December is Christmas Jumper Day, a brilliant opportunity for your whole team to dig out your favourite festive Christmas knits and wear them with pride! Raise further awareness of the worthy campaign locally, and encourage your customers to 'sponsor a sweater', make a donation or wear their own Christmas jumper on the 18th.

You can sign up for your own Text Santa Christmas Jumper Day fundraising kit from www.registration.itvtextsanta.com/. The pack is full of fun ideas on how you can get involved and raise money for the festive campaign.



TEXT SANTA
CHRISTMAS JUMPER DAY
18 DECEMBER 2015

In partnership with

WE ARE MACMILLAN
CANCER SUPPORT

MAKE-A-WISH
United Kingdom

Save the Children

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