



Get the most impact from OnSite training!

Complete the following list ASAP!

Print the sales charts in color, laminate them, and post by every phone and work station (the Sell by Size & Software Flow charts).

These charts **MUST** be in plain sight for your staff to see and use them. Placing them in a binder or under a keyboard doesn't work!

Set up regularly scheduled staff meetings NOW for the rest of the year and post them on a public calendar for all to see.

We recommend meeting every 6 weeks or at least once per quarter to discuss the store's collective success and growth with the FloralStrategies process. The meeting can take place before or after hours and provide snacks!

Pull performance data from your POS system and review those numbers with your team on a regular basis so they are held accountable for following the FloralStrategies process.

Likewise, celebrate your staff's success as it happens!

Encourage that bigger selling culture by keeping a HIGH price point arrangement (typically \$100+) in your cooler at all times.

Listen to your team!

Are they using the process and if not, why not?

Don't hesitate to reach out to us on 800.983.6184 for further support.



Top Tips

Smarter, quicker, better orders!

- Read from the sales charts as written. There is a lot of experience and psychology behind the careful wording I have given you!
- When you are describing a design you need to include 4 critical elements, the first name (small, medium or large), the placement reference (desk, coffee table or dining room table) the color scheme (garden flowers in rich, autumn colors) and the price range. Then S.Y.P.H!
- When you give a customer a price range and he or she simply says, "OK" you need to take two steps: ask permission, "May I work with the (highest amount)" and justify it, "So we can add more flowers for a fuller look!"
- Don't be afraid to offer the large arrangement, when appropriate. I don't want you settling in to offering the medium size as your default. Consider offering the LARGE arrangement whenever you take a birthday or anniversary order. Remember that at least 30% of all customers should be offered the large design!
- Don't let customers hang up without giving them the total (and order number when you are taking the order on the computer).
- Close every order with the TOTAL and the WHAT / WHO / WHEN approach. There is no need to EVER mention delivery and tax to a customer!
WHAT is being delivered, WHO is getting the gift, WHEN it is being delivered.
- LISTEN to your customers and READ the card message. If you are then given the opportunity to make a suggestion, incorporate what you learned in the card message into your suggestion. For example, "I would suggest sending one of our beautiful large arrangements for your parents' anniversary. It's the perfect size for a dining room table and we can have it designed in your Mom's favorite colors. That design is priced between X and Y" Then S.Y.P.H!
- Reread your chart with all the proper language. You need to stop saying 'Nice', 'Do' etc.
- Use your voice as tool. Customers will appreciate – and respond to – your confidence!