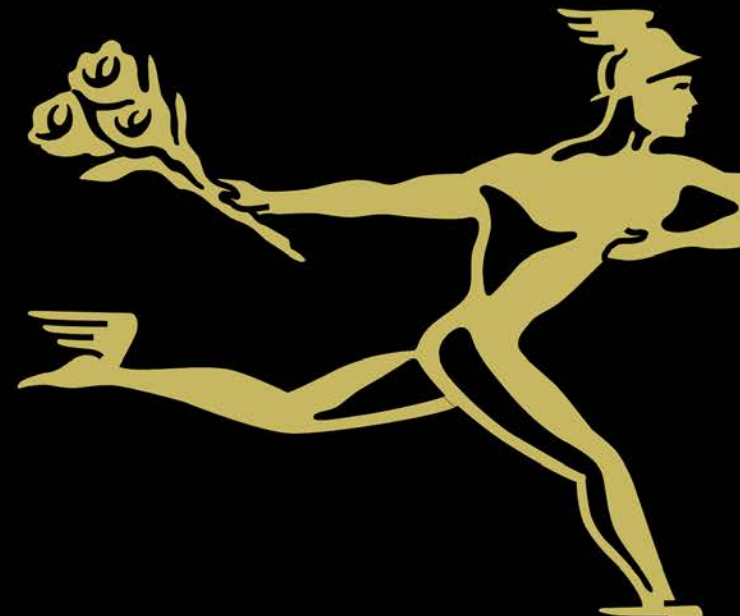


# Maximizing your Profits with FTD

Derrick P. Myers, CPA, CFP  
President of Crockett, Myers & Associates, Inc.

July 14, 2015



- Business Services
- Maximizing Profit on Wire Ins
- Capitalizing on Wire Outs





**FTD**

Flowers say it better. FTD says it best.™

# Business Services



**FTD**

Flowers say it better. FTD says it best.™

# Wire Services offer a lot of great services for your business.

- POS Systems
- Advertising
- Websites
- SEO
- Answering Services
- Credit Card Processing
- Directories
- SAF Dues Collection
- COGS Products
- Magazines



**FTD**

Flowers say it better. FTD says it best.™

Don't buy everything  
on the shelf!

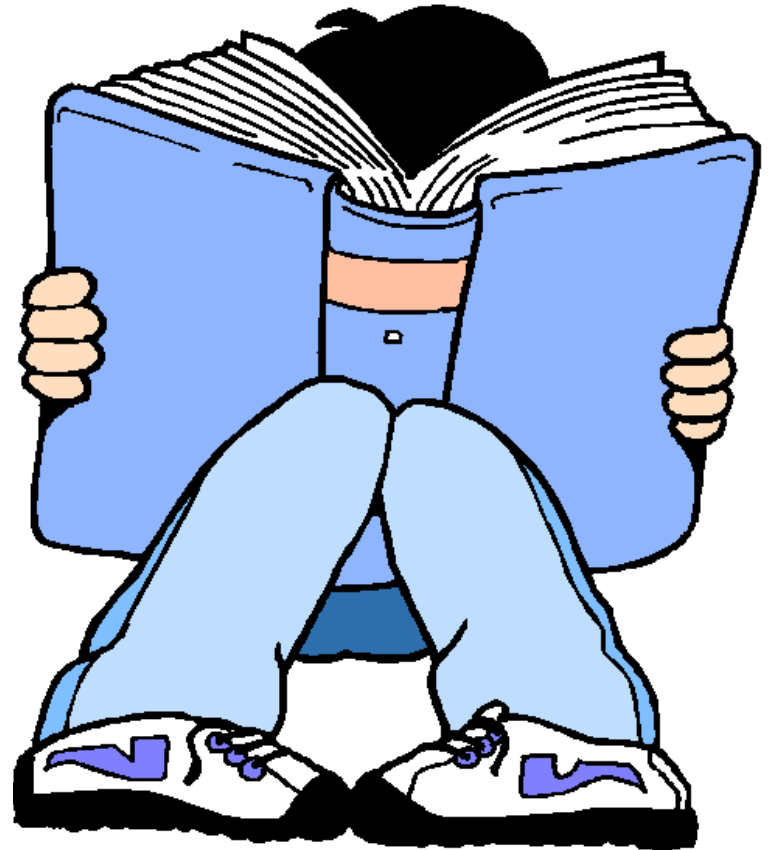




# FTD

Flowers say it better. FTD says it best.™

- Read your statements
- Know which services you are buying
- Be aware of fees you can avoid whenever possible





**FTD**

Flowers say it better. FTD says it best.™

- Membership includes items such as:
  - Dues
  - Quality Assurance/Education
  - Paperless Statement
  - Reciprocity
  - Quality Programs
  - Floral Selection Guides
  - Low Sending

These are not the optional charges for services you select.



**FTD**

Flowers say it better. FTD says it best.™

- Quality Assurance Programs
  - FTD Delayed Response Program
    - reject within 2 hours if can't fulfill
  - FTD Delivery Confirmation
    - confirm delivered by 7 pm local time

These fees are *easy to avoid* by knowing the programs.

Review the guidelines to make sure you know the requirements and train your staff accordingly.





**FTD**

Flowers say it better. FTD says it best.™

- Once you understand the various membership components you will know which ones can be reduced or eliminated altogether through proper planning!



**FTD**

Flowers say it better. FTD says it best.™

Wire Ins



# FTD

Flowers say it better. FTD says it best.™

## Sample Wire in:

• Arrangement SRP	\$70.00	
– Commission to sender 20%	14.00	
– Clearinghouse Fee 7%	<u>4.90</u>	
– Fill to Value at:	51.10	
– Less Delivery	10.00	
– Cost of Goods Sold 35%	17.89	
– Design Labor 15%	<u>7.67</u>	
– Subtotal	<u>15.54</u>	22%



**FTD**

Flowers say it better. FTD says it best.™

- Wire ins become more profitable when they are incidental business.
- It is my position that you can do about 15% wire in business and it's incidental.
- In this case there is, theoretically, no labor cost; therefore gross profit becomes 37% (22% + 15% labor)



**FTD**

Flowers say it better. FTD says it best.™

- Reconcile your statement to make sure you get paid for all of the orders you fill.





**FTD**

Flowers say it better. FTD says it best.™

# Wire Outs



**FTD**

Flowers say it better. FTD says it best.™

- Outgoing orders are the most profitable side of wire business.
- Be sure to advertise your ability to delivery locally as well as around the world.
- Analyze your delivery area.



# FTD

Flowers say it better. FTD says it best.™

## Sample Wire out:

- Arrangement price \$70.00

- Sender gets:

Commission	20%	14.00
------------	-----	-------

Service Fee		8.00
-------------	--	------

Rebate		<u>4.00</u>
--------	--	-------------

Total		<u><u>26.00</u></u>
-------	--	---------------------

- That's 37% of the cost of the order.



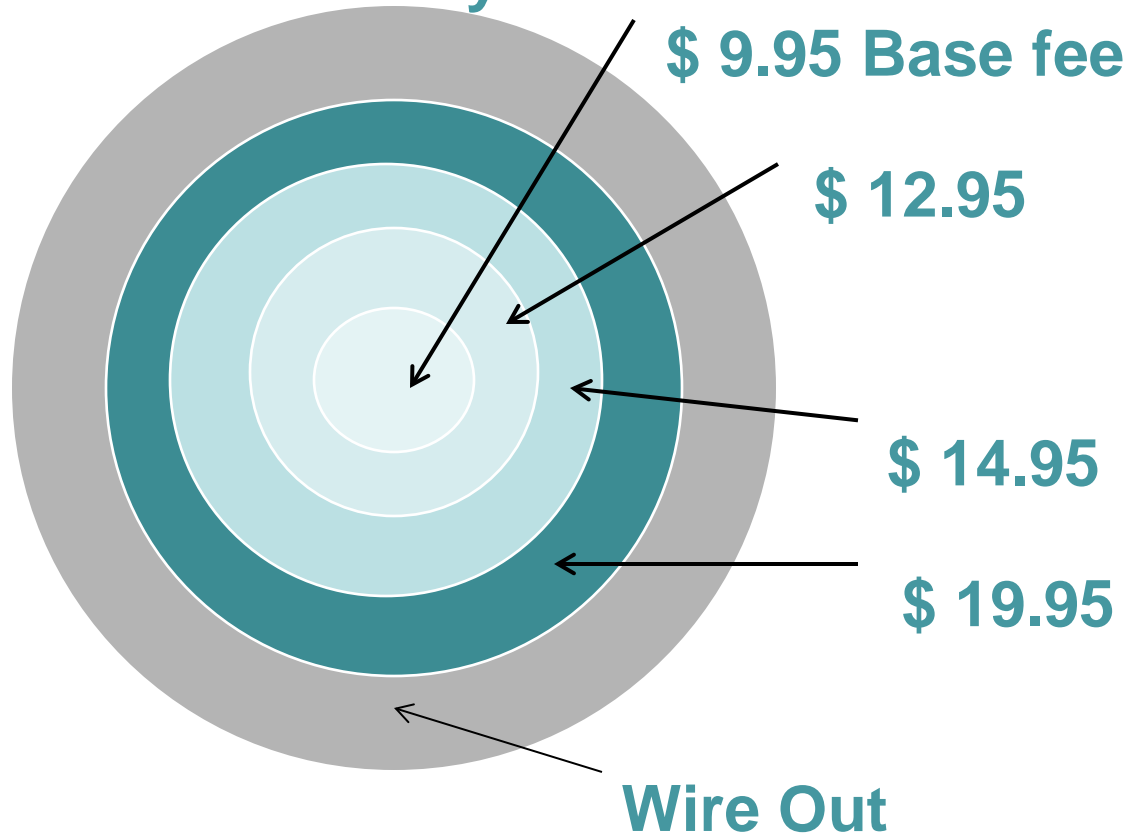


**FTD**

Flowers say it better. FTD says it best.™

# Delivery Charges

- Start with a base delivery:





**FTD**

Flowers say it better. FTD says it best.™

# In Conclusion

- Take advantage of the services that work with your business.
- Understand items included in membership; know which you can avoid or eliminate.
- Evaluate each wire-in order to determine if it meets your profit expectations.
- Maximize your use of wire outs.



**FTD**

Flowers say it better. FTD says it best.™

Doing all of these things will help you maximize your profit with FTD.



**FTD**

Flowers say it better. FTD says it best.™

Thank you!!!



**FTD**

Flowers say it better. FTD says it best.™

**Crockett, Myers & Associates, Inc.**

[derrick@crockettmyers.com](mailto:derrick@crockettmyers.com)

**410-760-5555**



**FTD**

Flowers say it better. FTD says it best.™

# Questions???

**Email: [derrick@crockettmyers.com](mailto:derrick@crockettmyers.com)**

**Handouts are available at:**

**[FTDi.com/FTDUniversity/webinarmaterials.htm](http://FTDi.com/FTDUniversity/webinarmaterials.htm)**

**Webinar will be available to view at:**

**[FTDUniversity.com](http://FTDUniversity.com)**