

People Power: The Energy That Propels Your Store

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Why Listen To CBCG?

We Know How to Help Florists Grow Their Business!!



- 30+ Years Retail Experience
- Experienced Retail Business Strategist, Marketer and Social Media Planner
- Knowledgeable Retail Specialist Focused on Sales and Profit Improvement
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- Email: lynn@cbc-group.net

“The only thing worse than training your employees and having them leave is not training them and having them stay.”

Henry Ford

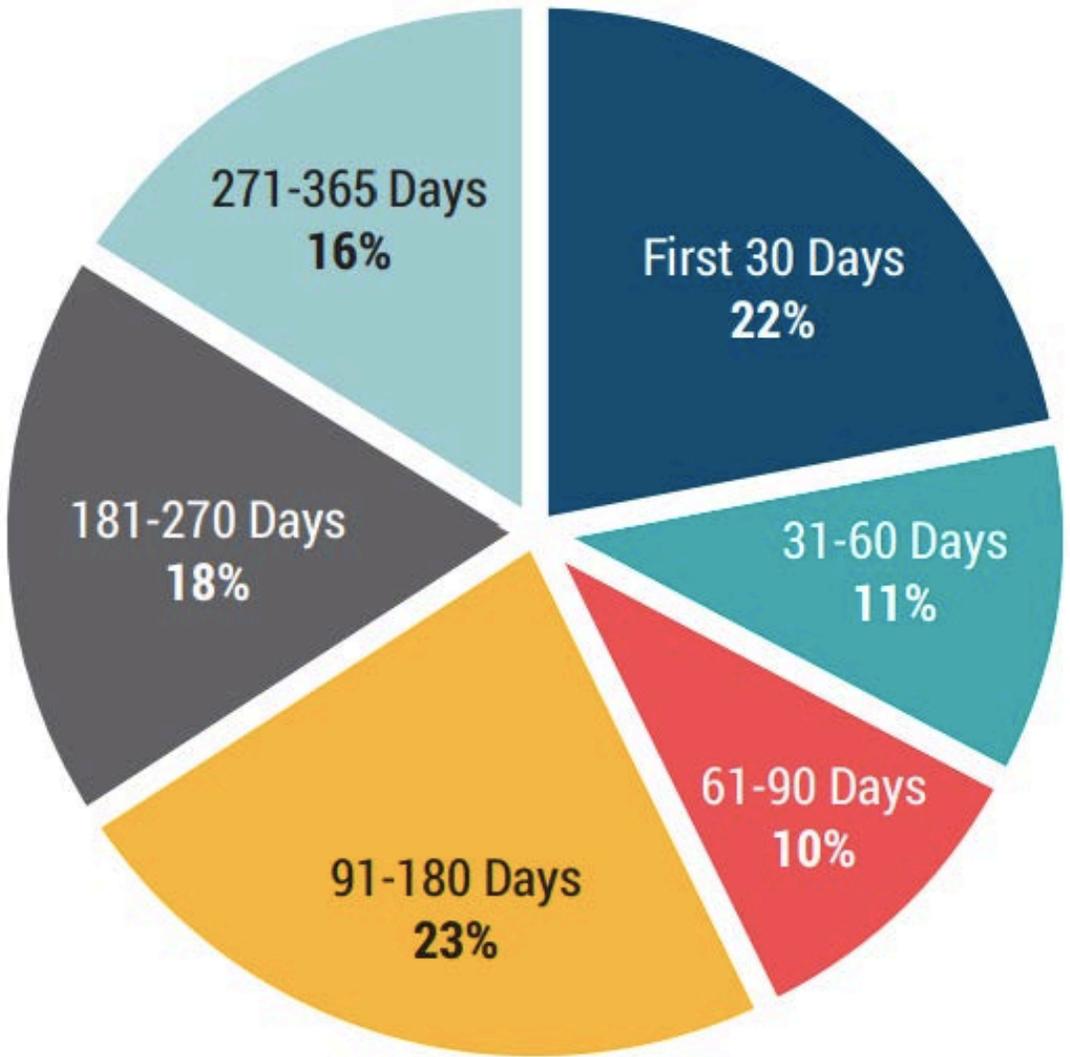
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Losing Employees Is An Expensive Proposition – Time Spent on Hiring and Training NOW Will Help Save You Money Later



First Impressions MATTER; New Employees in 2021 Must Have A Clear Path About Your Business And Their Future



Source: leftronic.com 2020

Onboarding New Employees At Your Store – The Key To Future Success – For BOTH Of You

Why Develop an “On-Boarding” Program?

- Improves Employee Retention
- Improves Time to Productivity
- Improves Overall Customer Satisfaction
- Improves Company Brand
- Eliminates Wasted Time and Costs

On-boarding Should Be More Than Just A New Employee Orientation Program And Product Training. It Is a Place To Focus On The Three “A’s” For The Employee During On-boarding-

- Assimilation, Accommodation, And Acceleration

TODAY'S ONBOARDING ISN'T CUTTING IT



49% of millennials want a better onboarding process

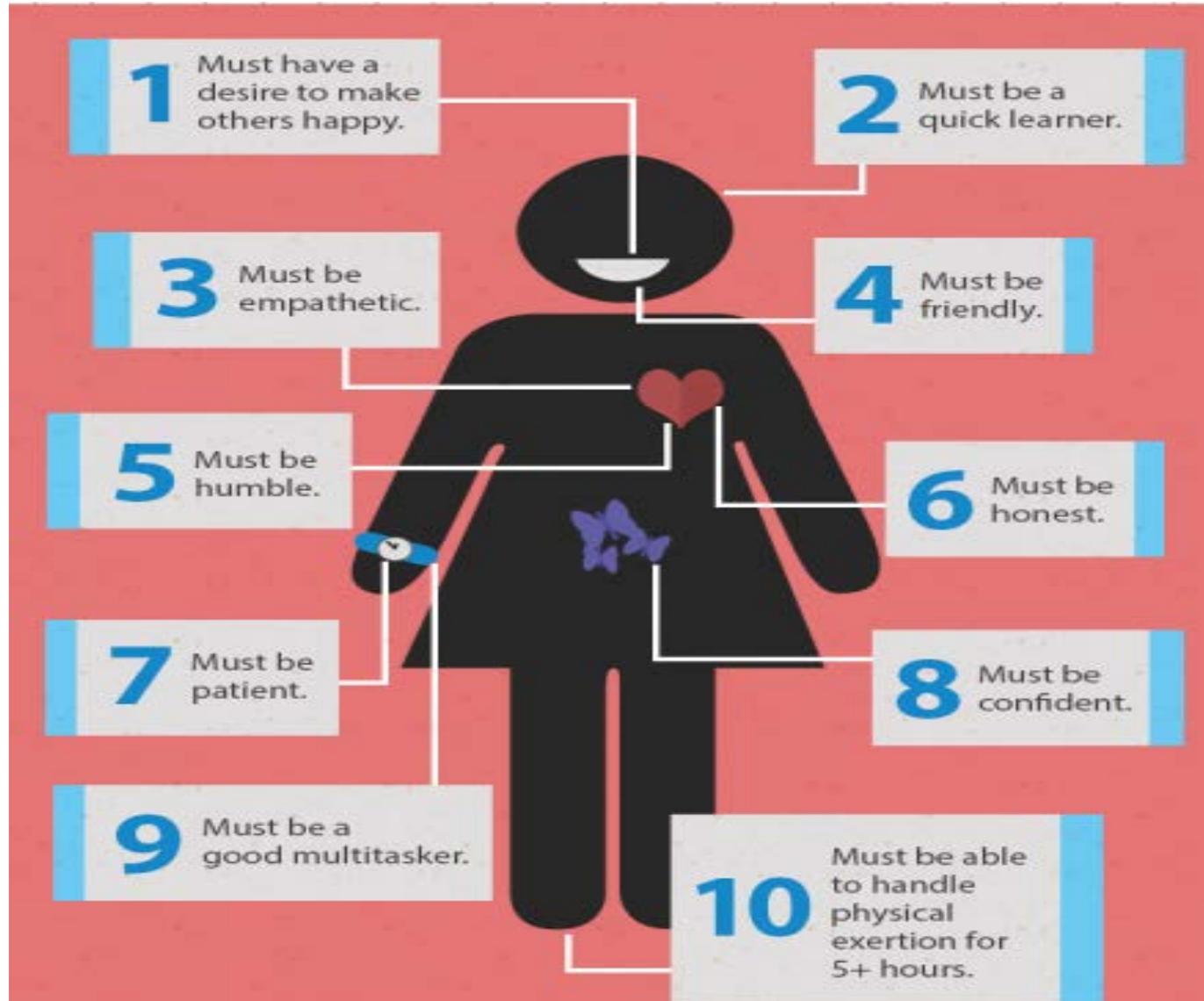


32% of global executives say they experienced a poor onboarding process

Source: Tinypulse.com

Download A FREE Retail Employee On-boarding checklist
<https://www.process.st/checklist/retail-employee-onboarding-checklist/>

Anatomy Of Successful Retail Sales Associates in 2021: Do Yours Fit The Model?



Critical Thinking Is a CRITICAL Tool For Your Associates

– Are You Building Toward The Future or Staying in the Past?



How Do Your Customers Want To Shop?

Let's Take A Quick Poll:

What Percentage Of Customers Will Continue To Shop Online At The Same Levels (Or Greater) In 2021 Vs. 2020?

A. Less than 30%

B. 31%- 50%

C. 51% - 70%

D. 71% - 90%

E. 91% - 100%



Online Shopping Will Continue to Flourish

72% of shoppers plan to continue shopping online as much or more, in 2021



Following Hygiene Practices will play an important role in in-store shopping

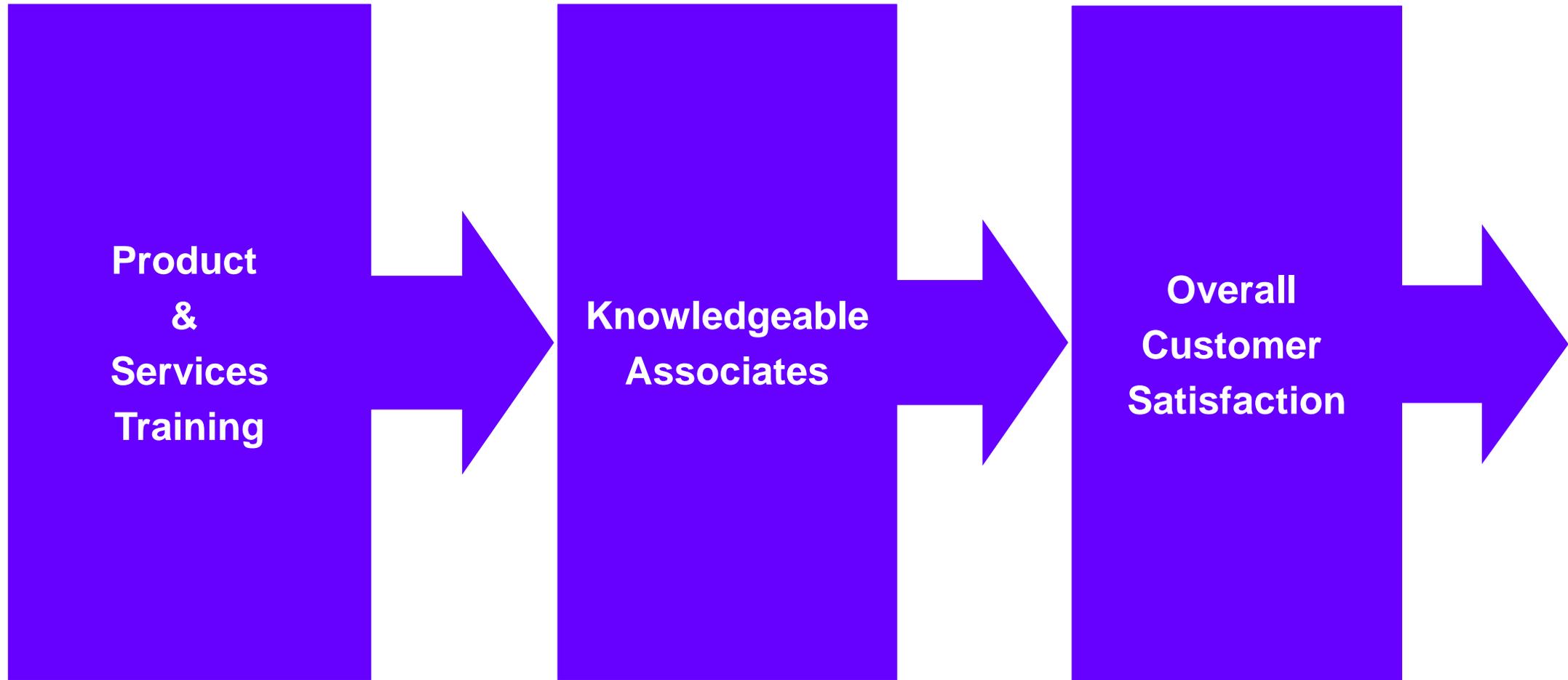
3 out of 4 shoppers consider mandatory masks an important factor in in-store shopping experience



Shopping Through Social Media Platforms Will Start Gaining Some Momentum

32% of consumers in the 18-24 age group and 39% in the 25-34 age group plan to shop via social media next year

It Is No Longer Enough For Your Associates To Know About Product and Price



Success in 2021 and Beyond Requires Floral Retailers To Shift Their Sales Focus from Transactional to Transformational

How Do Your Employees Need to “Sell” To
Connect with Today’s Customers?

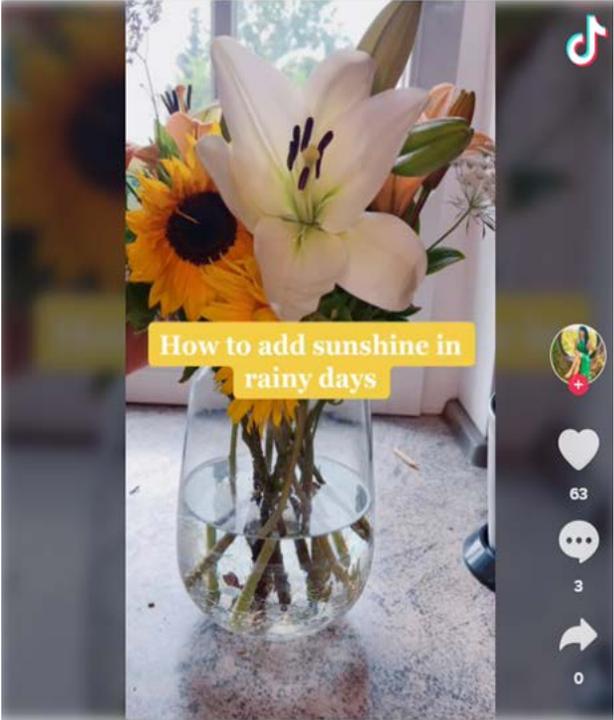
Today's Retail Associates Must Understand Customer Rationale And Create Emotional Ties To Drive Sales



...And Use Modern Engagement Tactics To Meet Customers Where – AND HOW - They WANT To Be Approached



Have Fun With Social Media: Teach Associates To Use Social Media Platforms As A Way To Engage Daily With Customers



Billions of videos and counting - only on TikTok [Watch now](#)

@merriamzine
How to add sunshine ☀️ in rainy days #germanweather #flowerarranging #bouquet #learntoknow #learntok #
🎵 How You Like That - Black



THE FLOWER FARM
FLORIST

Mother's Day Facebook Competiton

Like, share and comment on this post for your chance to win one of our beautiful bouquets for Mother's Day



THE WINNER WILL BE ANNOUNCED ON OUR FACEBOOK PAGE ON THURSDAY 5TH MARCH. THE WINNER MUST BE AVAILABLE TO COLLECT THEIR PRIZE FROM OUR FARM IN BURSCOUGH BY ARRANGEMENT.



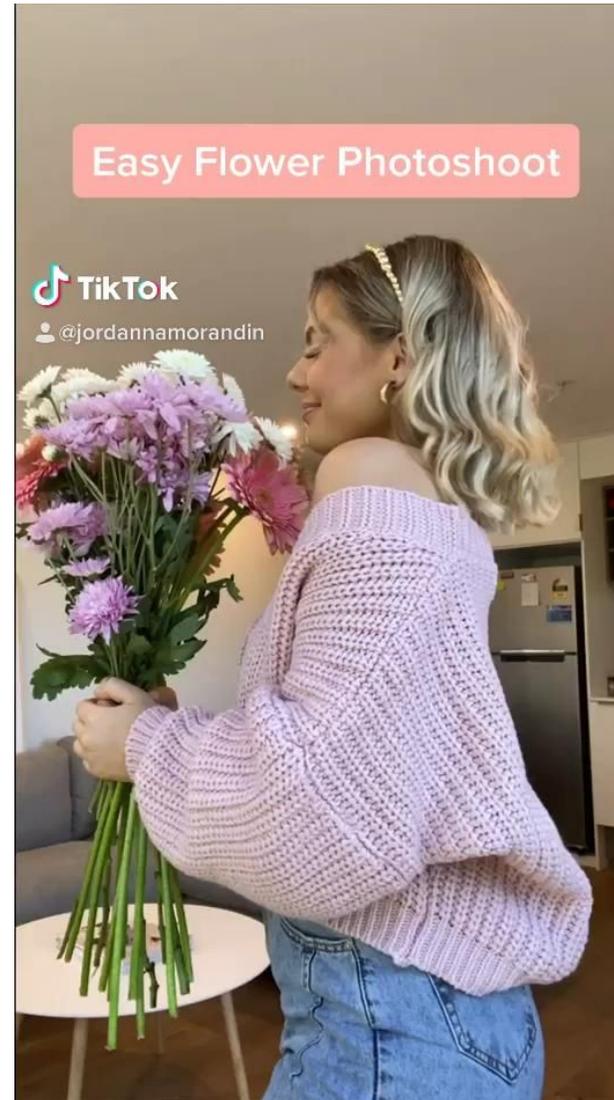
www.theflowerfarmflorist.co.uk



Integrate Technology Into Your Sales Process; Providing Optimum Customer Service in 2021 Requires Digital Engagement

Create Programs for Associates To Help Enhance Digital Connections

- Share Photos of Deliveries
- Have Associates Offer FB/IG Live Sessions Focused On How To Do Arrangements/Care
- Create Unique Shopping Experiences for Your Customers Via Social Media
 - Instagram Posts/Stories
 - Facebook Shop



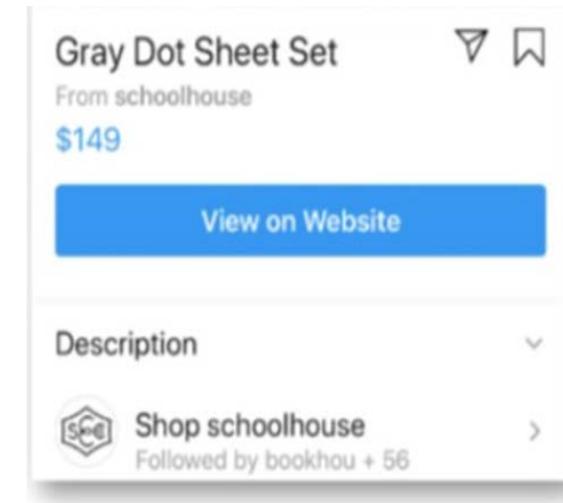
Create a Digital Sales Associate Mindset – Have Employees Deploy Time And Selling Resources Toward Social Media

- Instagram Shopping Gives Businesses An “Engaging Storefront”
- Florists Can Share Featured Products Through Organic Posts And Stories, Or Have People Discover Your Products In Search & Explore



What Product Tags Can Do:

- Showcase Product Image
- Offer Product Description
- Deliver Product Costs
- Provide Direct Website Link or
- In-Platform Shopping Tool



Create Tools Your Associates Can Use Immediately to Overcome Sales Floor Objections

- **Teach Associates How To Deflect Showrooming (Via Mobile In-store Searches)**
 - Ensure Customer Knows Differences With Products They Are Searching
 - Benefits Of Immediate Delivery
 - Benefits Of Long-Term Relationship
- **Create Programs That Allow Associates To Match Competitor Pricing**
 - Have Defined Process For Matching That Associates Can Communicate
- **Create Offers That Engage and Retain Customers Digitally**
 - Offer On-site Store Program Enrollment
 - Future Sale Insights (Pre-Sell)



“Isn’t this cheaper online?”

Solution:

Address the hidden cost of internet purchases.

Mention that buying in-store means:

- They don’t have to pay or wait for shipping.
- They know exactly what they’re getting
- They can avoid the hassle of returning an item because it doesn’t meet their expectations.



vend

Source: vend.com

Physical In-Store Retail Is Transitioning - Employ Technology (and Train Your Sales Associates) To Use New Tools

Transition To Phygital In-Store Experience

- Create Hands-Free Shopping Options
- Utilize Digital Product Information Displays
- Offer Mobile Payment Options
- Employ Hand-Held Scanners for Faster Check (or Mobile)

- Create Text Options for Customer Engagement
- Assign Key Customers To Specific Staff
 - The Goal Is To Engage Customers More Frequently With Personal Attention
- Use Kiosks For In-Store Sales

Change Requires A Commitment To Succeed – On Your Part – And By Your Associates As Well

PROPER TRAINING IS REQUIRED

Survey respondents noted the importance of access to knowledgeable and well-trained staff while shopping.



1 in 3 shoppers considers highly knowledgeable and well-trained associates to be the single most important element when purchasing a luxury product.

Get More Information:

- Have a Question?

Email: lynn@CBC-Group.Net

- Want a copy of the Presentation?

FTDi.com/FTDUniversity/WebinarMaterials

- Want to View The Webinar Again?

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Members ONLY – Business Benefits

Grow Your Sales and Make More Money
at your Floral Business

Take 15% off ANY CBCG Project:

- Business Planning
- Marketing
- Inventory Planning

Thank you!

