

# MERCURY MESSENGER

FEBRUARY 2012



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**FTD**

Flowers say it better. FTD says it best.™



Robert Apatoff  
FTD President

## DEAR FTD FLORISTS,

As the floral industry landscape continues to evolve and change, we continuously hear from florists like you that you desire additional marketing tools and education resources to help drive more customers to your local business. I am very pleased to share with you new product innovations and programs that are designed to help you achieve

that goal in 2012, and let you keep 100% of the upside.

### ANNOUNCING VERA WANG WEDDING, EXCLUSIVELY FOR FTD FLORISTS

As the highly acclaimed leader of bridal couture, Vera Wang's distinctive approach to design has influenced an elite collection of floral wedding motifs. This line gives FTD Florists the opportunity to offer brides a once-in-a-lifetime chance to have the trend-forward, beautiful wedding of their dreams.

Featuring full collections of ceremony and reception flowers, the **Vera Wang Wedding program will be available exclusively to FTD Florists beginning in March.** Participating FTD Florists will be able to distinguish their shops from local competition by offering brides a true "Vera Wang" wedding, and will keep 100% of any profit margin obtained from the sale. This is an exciting program that we're thrilled to offer to our talented florists to help distinguish their local brand in the bridal market.

### EXPANDED EDUCATION AND TRAINING PROGRAMS

A full calendar of webinars, regional shows and a new 3-day intensive boot camp program in 2012 are our way of providing you with the guidance and training you need to survive and thrive in today's market. As a small business owner, your needs are unique and your time is valuable. As a result, we are offering a variety of professional programs to fit most schedules. For more details, go to [FTDi.com/FTDUniversity](http://FTDi.com/FTDUniversity).

### NEW EVERYDAY TELEVISION SPOT AVAILABLE

FTD Florists now have the ability to order a new 30-second television spot focused on the everyday moments that incorporate flowers designed by a local FTD Florist. The commercial can be customized with your shop's name and contact information and will be available for **FREE** to FTD Florists. FTD will cover 50% of the cost to customize it. To see a preview of the spot, go to [FTDi.com/advertising](http://FTDi.com/advertising).

My sincere thanks for being a part of the FTD network. We continue to focus on giving you the tools, resources and ideas you need to build your local business and hope you take advantage of these valuable programs.

## VALENTINE'S DAY ORDERS WILL COME LATE; BE PREPARED

Order trends continue to show that consumers are making purchases later and later. Therefore, it is critical to be prepared for higher incoming order volume on February 13 and 14! Since the holiday falls on a Tuesday, the order volume on Monday is expected to spike upwards. For tools and resources to help you plan for a successful holiday, visit [FTDi.com/valentinesday](http://FTDi.com/valentinesday).



FTD is focused on driving orders to the florist network for Valentine's Day through an integrated consumer marketing campaign. Florist-filled products will be featured in a variety of materials like direct mail, email marketing, social gaming sites, search engine marketing and more.

## VERA WANG WEDDING CAN ELEVATE YOUR BRIDAL BUSINESS

Select FTD Florists will have the exclusive opportunity to offer brides a trend-forward, beautiful wedding with the new FTD® Vera Wang Wedding collection, featuring ceremony and reception flowers. Participating florists will receive a high-end marketing kit to use in-store, online and at bridal shows. Plus, FTD will support the program with consumer marketing to drive brides to participating florists.



Poster

For more information, contact your FTD National Marketing Consultant at 800-788-9000.



Floral Selection Guide



## FTD SPOTLIGHT: ROYER'S FLOWERS & GIFTS

**Royer's Flowers & Gifts**, a fourth generation, family-owned business, has 17 locations located throughout south central Pennsylvania. The business started in 1945 and has always strived to exceed its customers' expectations. As a long-time member of the community in Lebanon, PA, Royer's is always looking for ways to give back. FTD spoke to Royer's President & CEO Greg Royer about their successful Bouquets for Books program.

**FTD:** What is Bouquets for Books and how long ago did you begin the program?

**Greg:** Bouquets for Books started in 2006 as a way to give back to the community. Customers are encouraged to bring a new children's book into one of our stores. In exchange we will provide one bouquet per book donated, up to three per visit. We then donate the books to local libraries.

**FTD:** How many books have you collected for the local libraries since the program started?

**Greg:** We had a goal this year to cross over the 10,000 mark. It was a lofty goal since we average 1,500 books per year. We needed to collect 2,000 books this year to achieve it, and we did! We collected 2,050 books in 2011, which is an all-time high for a single year.

**FTD:** How has Royer's Flowers & Gifts benefited from the program?

**Greg:** Our primary goal was to do something to give back to the communities in which we do business. We like to focus on children when we do benefits, and Bouquets for Books accomplishes that goal. The program has provided intangible benefits and generated a tremendous amount of positive public relations for us. I can't point to anyone person who bought from us because we do this, but that wasn't the goal.

**FTD:** How does Royer's Flowers & Gifts leverage the Bouquets for Books program to generate publicity for the flower shop?

**Greg:** We send out press releases to all the papers and TV stations. Almost every year we get TV coverage from at least one of the local stations. We also get nice write-ups in the library newsletters. We promote this program through e-mail blasts, the libraries, press releases and store marquee signs. We have relatively little out-of-pocket cost except for the bouquets that we give away.

*"The program has provided intangible benefits and generated a tremendous amount of positive public relations for us."*

**FTD:** What is one thing you'd recommend to a florist looking to begin a similar type of program?

**Greg:** I'd recommend planning it during a relatively slow time and get the cooperation of the organization that will benefit from it. We host it in early November because business is slower and the stores are decorated for Christmas. It creates a lot of footsteps in the stores to show customers what we have to offer.

For more information about the Bouquets for Books program, go to [Royers.com](http://Royers.com).

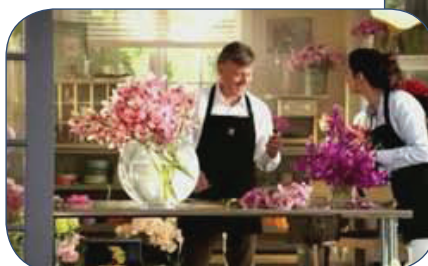


## Why FTD

PATH TO MORE ORDERS | LEADING TECHNOLOGY | BUSINESS SOLUTIONS | BRAND & INNOVATION

## EVERYDAY CO-OP TV SPOT AVAILABLE TO DRIVE LOCAL BUSINESS TO FLORISTS

FTD is excited to announce the availability of a new television spot focused on the importance of flowers during life's everyday occasions, including weddings, proms and anniversaries. Available exclusively to FTD Florists, the professionally created 30-second commercial can be customized with your shop's contact information. For more information, visit [FTDi.com/advertising](http://FTDi.com/advertising).





The FTD™ Touch of Spring™ Bouquet (S1)

## SPRING IS SPARKLING

The FTD Spring/Summer 2012 collection features a stunning array of glass vases and artistic floral designs that will stand out amongst the competition.

Call your FTD Marketplace Representative at **800-767-4000** to place your order today.

**Codification deadline for Spring containers is March 20, 2012 for the May/June/July/August Directory.**



The FTD™ Garden Terrace™ Bouquet (M4)

## CUT TIME OUT OF FLOWER PURCHASING



The Stem Count Calculator, located within **FTDFlowerExchange.com**, is a handy tool that makes ordering your fresh products for FTD codified products simple. All you need to do is enter in the number of codified containers for each style (good, better, best) that you are projecting to sell. With one click of a button, the calculator will let you know how many stems per flower variety you need to order.

You can get the stem counts needed for FTD Spring and Mother's Day codified products, as well as most everyday codified items. An FTD Flower Exchange user name and password is required to log onto the site.

Call your FTD Flower Exchange Representative at **800-767-4000** for more information.

## ORDER 2013 CALENDARS NOW AND SAVE

Buy now and don't pay anything until September 2012! Our beautifully designed wall calendar and datebook are a great way to say thanks to your customers and keep your contact information in front of them all year round.

Call your FTD Marketplace Sales Representative today at **800-767-4000**.



Your Imprint Here  
1234 Main Street  
Downers Grove, IL 12345  
1-800-123-4567  
[www.yourwebsitehere.com](http://www.yourwebsitehere.com)



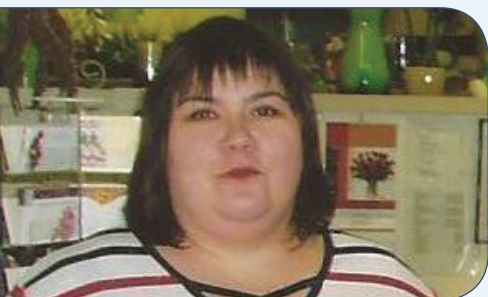
The FTD® Captivating Color Bouquet by Vera Wang (12-V5)





## FTD® SOLUTIONS

### How Has FTD Helped You?



Owner Audra Richards

### Strong Sales Conversion and Great Flexibility with FTD Florists Online

Audra Richards of **Mann Florist**, located in Sault Saint Marie, Ontario, Canada, has had an FTD Florists Online (FOL) website for nine years. The site is so much a part of doing business for the shop that "it seems like we've always had one," said Audra.

Since their online business is such an important component of overall sales, it is very important that their website is re-merchandised regularly and easy to shop. "We're very hands on with re-merchandising each season," said Audra. "We make certain to confirm and update the price points on all the current and new items on the website. Plus, we change the theme of our website yearly to keep it fresh. We are constantly re-organizing the pictures to keep our best sellers on the front of the homepage. The FOL web portal is such a fantastic tool because I am able to make a lot of the changes myself."

The site also generates call volume directly into the shop. "Approximately 35-40% of our business is online," she said. "We conducted a test last summer and found that for every order placed directly on the site, we had about 4.78 calls related to items on the site."

The calls had a 98% conversion rate since most customers were calling to check color availability or to see if they can make substitutions to the item."

*"...for every order placed directly on the site, we had about 4.78 calls related to items on the site"*

The most important thing to do with a successful website is to advertise it. "Everything we do has our name and URL on it, from the banners we use at bridal shows to the specialty invoices we have for our Mercury POS system. It's on enclosure cards, labels, guarantee inserts, call-back tags, calendars and pocketbooks. Plus, it appears in all of our print advertising."

## NEW FOL TRAINING VIDEOS CAN HELP SAVE TIME & IMPROVE SALES



The popular FTD Mercury FloristWiki now includes detailed information for FTD Florists Online (FOL) website users. The tool will teach florists how to update their site and optimize it to help drive more orders.

Training videos are now available to instruct FOL users on more than 50 different topics. The quick videos, ranging from two to six minutes each, provide details on topics including:

- ✓ Changing prices
- ✓ Selecting home page product images
- ✓ Updating content throughout the site and much more

The FOL section on FloristWiki also includes a Frequently Asked Questions (FAQ) section on topics including:

- How to make changes to information pages such as "About Us" and "Delivery Info."
- How to change product images and pricing.
- How to prepare the website for a holiday.

To start learning how to maximize an FOL site for orders, go to **floristwiki.FTDi.com**.

If you have any questions or need additional assistance, contact the FTD Florists Online Support Team at **800-576-6721** or **floristsonline@FTDi.com**.



## THE WORDS YOU USE CAN DRIVE SALES

As flower lovers, we know the benefits that flowers and plants bring to our lives. Working with customers to describe this love affair takes the clever use of words. Whether over the phone, on a website or in advertising copy, language skills can help us sell more products by using effective adjectives to romance the features and benefits of buying flowers.

### The First Impression

Selling starts the moment someone enters your shop. You need to attract their attention with your greeting. Do you welcome them with a standard greeting such as "May I help you?" This greeting should be permanently banned from your shop. Customers are programmed to quickly say "No thanks, just looking." And "How are you?" is even worse. If a customer actually started to tell you how they were, you would be shocked! Instead of using these generic greetings, give your staff the tools they need to initiate the sales process.

### Engaging Conversation

Start the conversation by talking about a promotion, new product or upcoming event such as a design class or open house. Consider replacing a typical opening with "Did you see our special of the week on Facebook?" Not only is this a greeting that will engage your customers in conversation, but it's also a great way to lead them to your Facebook page. Another interactive greeting to use is "Let me show you this wonderful new variety of orchids that just arrived from Hawaii." Not only does this sound exciting to your customers, but it lets them know that you carry fresh, unique products.

Friendly gestures also promote a welcoming environment for customers. You should greet them warmly, like they're a guest in your home. Using a smile with eye contact encourages friendly interaction and paves the way for selling. Remember that a friendly smile goes a long way.

### Words with Flare

It has been said that people don't like to be sold, but they do want to buy. Easing customers into the sale by artistically describing your breathtaking flowers and the value of your services and promotions does work. Using the right words to depict them is essential to generating sales and differentiating your shop from others in a competitive market.

It comes down to fortifying your sales by training your staff to use engaging greetings and descriptive words with every customer.

#### Use these words when describing flowers and arrangements.

Longevity • Uniquely Designed • Refreshing • Exclusive • Beautiful • Fragrant • Hand-Crafted  
Freshness • Quality • Premium • Bright • New Variety • Trend • Forward • Classic  
Flair • Exquisite • Charming • Delightful • Abundant • Artistic • Whimsical  
Eye-Catching • Featuring • Vibrant

#### Use these words when describing your services.

Personal • Convenient • Dependable • Proven • Reliable • Trusted  
Professional • Commitment • Good Value

## REFINE YOUR LOCAL BUSINESS STRATEGY IN 2012

The new and improved FTD University encompasses all of the education and training programs offered exclusively to FTD Florists as a valuable part of membership.

We're excited to be offering new courses designed for any size florist with any size budget in a variety of locations, including in your shop.

Our goal is to help you:

- ✓ Explore new ways to drive more local business.
- ✓ Discover best practices to improve profitability.
- ✓ Refresh your design skills.
- ✓ Optimize your point-of-sale technology system.
- ✓ Generate new marketing campaign ideas.

For more details or to register for programs, go to [FTDi.com/FTDUniversity](http://FTDi.com/FTDUniversity).



By FTD Design Instructor  
Ann Jordan AIFD, AAF, mmfd

## THE FTD TEAM IS WORKING FOR YOU

### FTD Marketplace Sales

800-767-4000  
[marketplacesales@FTDi.com](mailto:marketplacesales@FTDi.com)

### FTD Flower Exchange

800-767-4000  
[ftdflowerexchange@FTDi.com](mailto:ftdflowerexchange@FTDi.com)

### FTD Member Services

800-788-9000  
[memberservices@ftdi.com](mailto:memberservices@ftdi.com)

### FTD Mercury Support

888-205-7225

### FTD Technology Sales

800-767-3222  
[techsales@FTDi.com](mailto:techsales@FTDi.com)

### FTD Florists Online

800-576-6721  
[floristsonline@FTDi.com](mailto:floristsonline@FTDi.com)

### FTD Flowers All Hours

800-669-1000  
[fah@FTDi.com](mailto:fah@FTDi.com)

### FTD Cash-Flo

800-788-9000  
[cashflo@FTDi.com](mailto:cashflo@FTDi.com)

### FTD Directory Services

800-788-9000  
[directoryservices@FTDi.com](mailto:directoryservices@FTDi.com)

### FTD Newsletter

[prdept@FTDi.com](mailto:prdept@FTDi.com)

### FTD International Retrans

[retrans@FTDi.com](mailto:retrans@FTDi.com)

## BUSINESS BONANZA

FEBRUARY 27  
CINCINNATI

REGISTER NOW!

