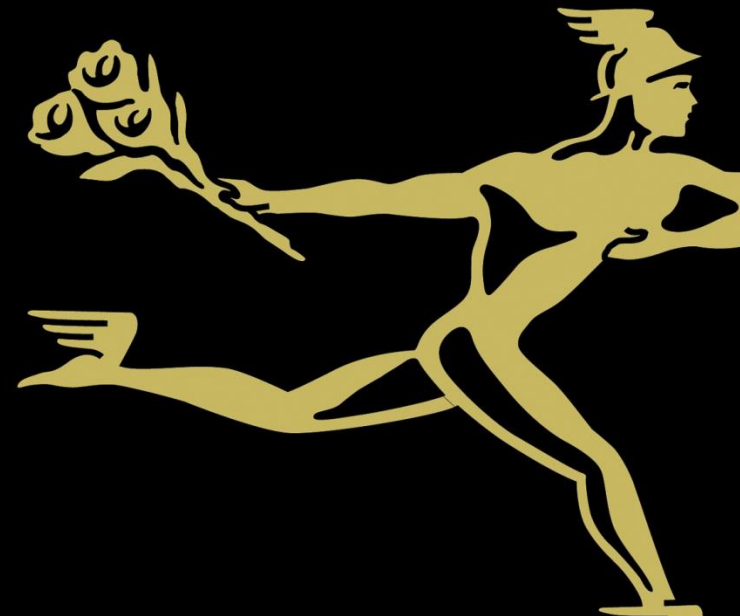


SuperSalesSkills...Tips to Boost Your Profits

October 26, 2011



Same day delivery in Manhattan on all telephone orders placed before 6pm.



embrace
Early Fall
with beautiful flowers

SHOP NOW

Autumn Morning starting at \$125

12 Noon (EST) is the cutoff for same day orders placed online. Please call us if it is after 12 and you need same day delivery.







"What flower says you're sorry without admitting wrongdoing?"





**The majority of customers don't
really know what they want.**





Customers perceive YOU as the expert with all the answers.





**Customers will purchase what
you recommend!**





FORBIDDEN QUESTIONS

Every time you ask these questions you under serve and undersell customers!





FORBIDDEN QUESTIONS

1. What's the occasion?





FORBIDDEN QUESTIONS

2. What do you want to send?





FORBIDDEN QUESTIONS

3. What do you want to spend?





FORBIDDEN QUESTIONS

4. ---revealed during on-site training---

5. ---revealed during on-site training---







<i>What you used to say... (vague and misleading)</i>	<i>What you are going to say... (professional and courteous!)</i>
Do or Make	Create or Design
Nice Size	Small, for a desk or end table, etc
Looks Nice	It's Beautiful!
\$34.99	\$35. (always use rounded numbers in conversation)
Filler	Accent Flower
A Nice Mix	Beautiful Garden Flowers
Designer's Choice	Today's – or the appropriate – color scheme
A Wire Order	We'll work closely with the best (or our favorite) FTD florist in that town/city.
Expensive or Pricey	Premium
Inexpensive	Standard or Basic
That's \$65?	That's \$65. Always end prices with a period, never a question mark!
Problem	Question
We charge \$XX for delivery	We charge just \$XX for delivery. Where would you like to send flowers today?
Around, Starting at OR From \$35	Between \$35 and \$55



Number 1 ridiculous excuse for not selling finishing touches



Number 2 ridiculous excuse for not selling finishing touches





Sell more FINISHING TOUCHES!

**Introduce your suggestion with the proper language,
*“As a finishing touch we can attach (or include)...***





Sell more FINISHING TOUCHES!

**Make your ONE suggested item relevant to the sale,
*a HAPPY BIRTHDAY balloon to your Mom's flowers***





Sell more FINISHING TOUCHES!

Price it!
They're just \$5!"





CSI: FLOWER SHOP

CALL SERVICE INVESTIGATION

Tim Huckabee goes undercover to report the good, the bad and the "you better hope this wasn't your shop."

THE CALL

- SHOP:** A big florist in Oklahoma City
- SCENARIO:** Ordering a Thanksgiving centerpiece
- EMPLOYEE:** Thanks for calling XYZ's Flowers, my name is Dottie.
- TIM:** Hi Dottie. I need to order Thanksgiving flowers.
- EMPLOYEE:** Sure, I can help you! Are these for you, or are you sending them to someone else?
- TIM:** For me to use on our dinner table.
- EMPLOYEE:** We have really nice centerpieces starting at \$39.95.
- TIM:** Wow, I saw some at (local grocery chain) for \$20.
- EMPLOYEE:** Well, they do make those little mounds of carnations for \$20 but ours look a lot more special, we use better flowers and add fall leaves, they're definitely worth the money!
- TIM:** Well how much bigger will your centerpiece be if I am spending double the money?
- EMPLOYEE:** They're a nice size, probably good for a table of up to about 6 people.
- TIM:** Does it come with candles too, like I saw on the one in the supermarket?
- EMPLOYEE:** Sure, I will put a note on the order to include candles. Is there anything else I can help you with?

Dottie finished the order by taking my information, promised a timely delivery and wished me a happy holiday.





CSI: FLOWER SHOP

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THE ANALYSIS

Dottie handled my curve ball about the grocery store bargain well: She did not apologize for her store's prices, and told me there's more than just price that differentiates a grocery store from a professional florist. She taught me that design makes the difference!

I wish that Dottie had maintained her enthusiasm through the call and just listened a little better. When I asked about candles she just added them at no apparent cost to me. Why not treat candles as a finishing touch and SELL them? Dottie dismissed the competition's design as a "little mound," but did not bother to ask if I needed a bigger centerpiece. Maybe I was having dinner for 12. I never asked, "What is your least expensive centerpiece?"

But, in typical florist fashion, Dottie essentially said, "Thanks for calling our store with your important holiday order. Here is the LEAST amount of money you could possibly spend today!"



Hands On



CSI: FLOWER SHOP

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THE FIX

In addition to keeping your cool when the caller mentions a cheaper competitor, look at this as an opportunity to educate customers about the differences. For example, do they realize that flowers ordered online may come in a cardboard box, instead of the beautiful, finished design that your shop will hand-deliver? Demonstrate exemplary customer service by helping them shop better. And consider Thanksgiving a golden opportunity to increase sales in a variety of ways.

Three points to follow for having a better Thanksgiving at your shop...



Hands On



CSI: FLOWER SHOP

CALL SERVICE INVESTIGATION

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- 1. Identify the customer’s needs. Don’t simply sell a standard centerpiece — this is not a one-size-fits-all holiday. Instead, engage your customer in conversation and ask about the number of people that will be sitting at the table and whether the shape of the design should be round, oval or square. Find out how the arrangement will be used. Placed on a dining table and designed low? Or on a buffet table, designed taller and maybe three-sided?**
- 2. Upgrade the sale. Candles should be an add-on that customers pay for. Use my standard approach and mention to every customer, “As a finishing touch, we can add two tapers to your centerpiece for just \$XX.” Or, “As a finishing touch, we can add autumn leaves and berries to your centerpiece for only \$YY.” The worst you will hear is “No thanks.” The best is, “Sure!” They will only buy these finishing touches if you offer them!**
- 3. Ask for more. Don’t just stop at the centerpiece. Educate your customer about the option of ordering additional small arrangements in the same fall color scheme to decorate other rooms in the home. Also, ask the customer if she would like to send holiday flowers to any family or friends, local or out of state.**



GATHERING GRACE



Better
Homes
and Gardens
FLOWERS by FTD®

\$49.99 to \$69.99

THE FTD® FALL HARVEST™ CORNUCOPIA
BY BETTER HOMES AND GARDENS®

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FTD THE FLOWER EXPERTS™





strategies 800.983.6184 www.FloralStrategies.com

How are your listening, sales and customer service skills?

Please explain how you would handle the following situations, detailing what you would ask and/or tell the customer. Have fun with this – it's not a question of right or wrong, we just need to get your perspective now, before the webinar begins.

SCENARIO A

A customer calls and asks, "If I order flowers, what will I get for \$50?"

SCENARIO B

The customer says, "I don't want to spend too much but I want to get something nice..."

SCENARIO C

A customer tells you that she needs a "showy" arrangement and has a budget of \$50.



Questions???

Email: floralstrategies@yahoo.com

Call: 800-983-6184

Webinar will be available to view at:
www.ftduniversity.com