

# Selling To Increase Profits

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# SELLING TO INCREASE PROFITS

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- Refresh Selling Skills
- Strengthen Online Presence
- Partner With Other Businesses
- Review Product Lines
- Embrace DIY Events



**BUSINESS**



# Refresh Selling Skills



# REFRESH SELLING SKILLS

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- Be In Control
- Listen
- Suggest/Recommend
  - Tim Huckabee
    - “Ask fewer questions, give more advice.”
    - “Don’t be afraid to hear NO!”
    - <https://www.youtube.com/watch?v=IVc2cufKAGk&index=1&list=PLHO479vaqRNzL1U-BAEfDxGg09HIKwl0D>
- Add-ons ... Add-ons ... Add-ons
- Use Website As Online Catalog



# Strengthen Online Presence

# STRENGTHEN ONLINE PRESENCE

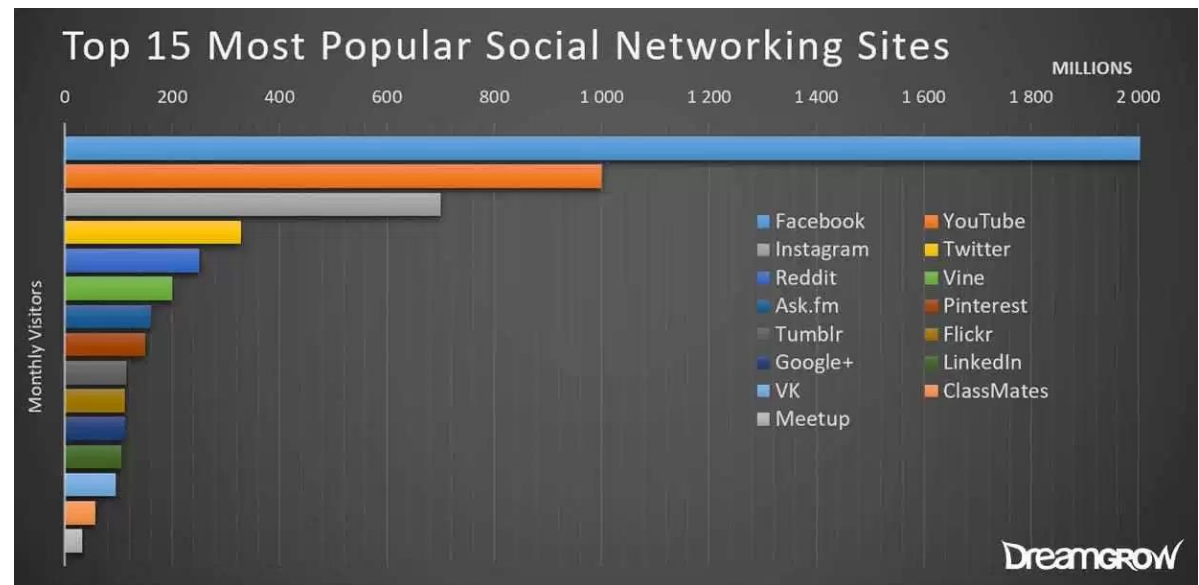
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- Paid Placement
  - Google AdWords
  - Bing Ads
- DIY vs FTD
- Good Content in Website
- Good Links
  - Inbound & Outbound



# STRENGTHEN ONLINE PRESENCE

- Social Media
  - Facebook
  - YouTube
  - Instagram
  - Twitter
  - Pinterest



# STRENGTHEN ONLINE PRESENCE

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- Social Media
  - Dedicate quality time to it
    - Be focused
  - Social vs Traditional Media
- Negative Reviews
  - Remain Positive
    - Webinar 12/5/17
- YouTube
  - Educates
  - Increases website exposure





# Partner With Other Businesses

# PARTNER WITH OTHER BUSINESSES

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- Obvious Partners
  - Funeral Homes, Hotels/Venues, Restaurants/Caterers, Bridal Shops
- Potential Partners
  - Jewelry Stores, Barber/Salons, Car Dealerships, Realtors, Veterinary Clinics
- Occasional Partners
  - Accountants/Tax Offices, Theatres, Business Grand Openings, Chamber Socials



# PARTNER WITH OTHER BUSINESSES

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- Paid
  - Receive full sale from this partnership
  - “Obvious” partners
- Discounted
  - Provide product at reduced rate
  - “Potential” partners
- Free
  - NSA gift
  - “Occasional” Partners
    - Select high traffic businesses



# PARTNER WITH OTHER BUSINESSES

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- Create Your Own Card

**ABC Flower Shop**  
**ABCFlowerShop.com**  
1234 Main Street - Flower Town, USA - 555.555.5555



# PARTNER WITH OTHER BUSINESSES

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- Create Your Own Card

**RadfordFlorist.com**  
1120 E Main Street - Downtown Radford 540.731.4472

**RadfordFlorist.com**  
1120 E Main Street - Downtown Radford 540.731.4472

**RadfordFlorist.com**  
1120 E Main Street - Downtown Radford 540.731.4472

**RadfordFlorist.com**  
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# PARTNER WITH OTHER BUSINESSES

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- Create Your Own Card



# Review Product Lines



# REVIEW PRODUCT LINES

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- Review Inventory



STARTUPBOSS.COM





# REVIEW PRODUCT LINES

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- Review Inventory
  - Logically vs Emotionally
  - Remove worn/damaged/dated
    - Plush
    - Balloons
    - Plants
    - Gifts
    - Food Products
    - Decorative fragrances
    - Permanent flowers



# REVIEW PRODUCT LINES

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- Add/Delete Inventory
  - Most profitable
  - Least profitable
- Gift Cards/Certificates
- Pre-Sell Items
  - Flowers of the Month (or Quarter)
    - Every season change
- Use Others' Inventory
  - Only buy when you sell



# REVIEW PRODUCT LINES

- Partner with other businesses for their inventory



# REVIEW PRODUCT LINES

**FTD WebGifts is a consumer direct service offering floral and non-floral gift items for you to sell on your website**



**No inventory to buy/maintain**

**Compete with online gift companies**



**Offer national brands**



# Top WebGifts Flower Bouquets



**WGF187**  
**Mixed Bouquet**  
**Vase Included**  
**\$39.99 + shipping**



**WGF416**  
**12 stems Red Roses**  
**Vase Included**  
**\$39.99 + shipping**



**WGFH01**  
**Mixed Bouquet**  
**Vase Included**  
**\$39.99 + shipping**



**WGF103**  
**Mixed Bouquet**  
**Vase Included**  
**\$49.99 + shipping**



**WGF492**  
**12 stems Mixed Roses**  
**w/Vase**  
**\$39.99 + shipping**



**WGTULMIX**  
**15 stems Mixed Tulips**  
**w/Vase**  
**\$44.99 + shipping**



**WGFK376**  
**Lavender Fields-Vase**  
**Included**  
**\$39.99 + shipping**



**WGBD19**  
**12 stems Rainbow Roses**  
**w/Vase**  
**\$79.99 + shipping**





# Top WebGifts Gifts



**WGC532**  
**Mrs. Fields®**  
**Happy Birthday Bear**  
**\$34.99 + shipping**



**WGX946**  
**Mrs. Field's**  
**Get Well Scrubs Bear**  
**\$44.99 + shipping**



**WGC543**  
**Mrs. Fields® Thank You**  
**Mini Trunk – Good**  
**\$24.99 + shipping**



**WGX950**  
**Mrs. Fields® Classic Tin**  
**with Brownie and**  
**Cookie Assortment**  
**\$34.99 + shipping**



**WGL117**  
**Lindt Lovable Bear with**  
**Truffles – Good**  
**\$19.99 + shipping**



**WGB525**  
**Fruit and Cheese Box**  
**\$39.99 + shipping**



**WGGF66**  
**Kosher Fruit Basket**  
**\$39.99 + shipping**



# Top WebGifts Plants



**WGP409**  
**Peace Lily Plant**  
\$39.99 + shipping



**WGPB41**  
**Blossoming Abundance**  
**Gardenia Bonsai - 6"**  
\$49.99 + shipping



**WGP119**  
**Blooming Azalea Bonsai**  
**8 inch**  
\$39.99 + shipping



**WGPB34**  
**Peace & Prosperity**  
**Braided Money Tree**  
\$39.99 + shipping



**WGPB11**  
**Blossoming Abundance**  
**Gardenia Bonsai - 8**  
\$64.99 + shipping



**WGPS21**  
**Lighthearted Moments**  
**Mini Rose Plant**  
\$24.99 + shipping



**WGP120**  
**Double Lucky**  
**Pyramid Bamboo**  
\$44.99 + shipping



# WebGifts Holiday Examples - New styles each holiday!



**WGG947**  
**Mother's Day Tea Basket**



**WGGF419**  
**Mother's Day Sweets  
Gourmet Gift Basket**



**WGG719**  
**Father's Day Caddy Snack**



**WGG314**  
**Halloween Treats**



**WGG398**  
**Fall Fruit Basket**



**WGG406**  
**Christmas Sweets  
Tower**



**WGPT23**  
**Christmas Mini-Tree**



**WGP896**  
**Snowman Campanula**





# Embrace DIY Events

# EMBRACE DIY EVENTS

- Change your mindset

© MARK ANDERSON

WWW.ANDERSTOONS.COM



"While we have only a small piece of the pie,  
we own the whipped cream."



# EMBRACE DIY EVENTS

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- What do we have to offer DIYers?
  - Flowers
  - Containers
  - Accessories
  - Tools
  - Work room
  - Cooler space
  - Knowledge



# EMBRACE DIY EVENTS

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- Flowers
  - Review Competition
    - [Fiftyflowers.com](http://Fiftyflowers.com)
    - [GlobalRose.com](http://GlobalRose.com)
    - [BloomsByTheBox.com](http://BloomsByTheBox.com)
  - Pricing
    - Bunch vs LTB
    - Processed vs unprocessed
  - Educate on care & handling
  - Educate on “shrinkage”



# EMBRACE DIY EVENTS

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- Containers
  - Sell vs Rent
    - Stock glass
    - FTD containers



# EMBRACE DIY EVENTS

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- Accessories
  - Ribbon/Bows
  - Wire/Tape/Glue
  - Floral Food/Finishing Sprays/Color Sprays
  - Wristlet Forms/Bags/Pins
  - Glue Dots
  - Foam/Cages
  - Water Tubes/Wraps



# EMBRACE DIY EVENTS

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- Tools
  - Sell
  - Rent if on premise
- Design Area & Cooler space
  - Rent or free as incentive
  - Time slots
  - Liability waiver



# EMBRACE DIY EVENTS

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- Knowledge
  - Most of what we know is already on the web
    - Make it our own so they look no further
  - YouTube
    - Create your channel
      - Plan topics
    - Create videos or borrow from other sites
  - Website
    - List policies & procedures
    - List pricing if feasible
    - Care & Handling





# EMBRACE DIY EVENTS

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- Avoid disappointment
  - Create written rules/prices/policies
    - Care & Handling
    - Payment/Deposit
    - Pick up/Delivery procedures
  - Excel Calculator



# Questions?

Email: [Jeff@JeffCorbin.com](mailto:Jeff@JeffCorbin.com)

Handouts are available at:

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

Webinar will be available to view at:

[YouTube.com/FTDMercuryNetwork](http://YouTube.com/FTDMercuryNetwork)