

# Smarter Sales

## the FloralStrategies Way • Apr 18, 2017

Presented by Tim Huckabee FSC





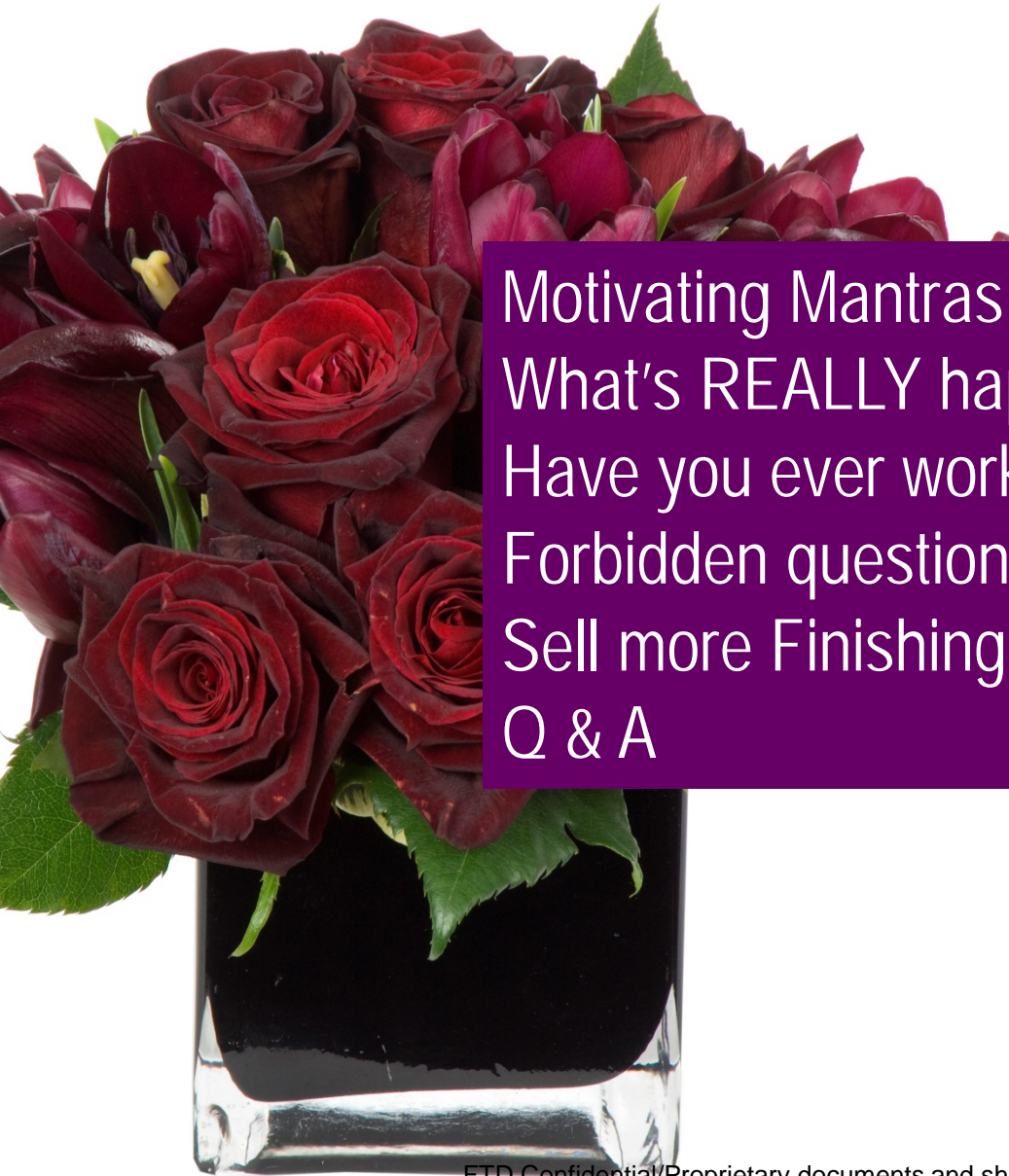
# Welcome



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President of FloralStrategies

 **Floral**  
S T R A T E G I E S

5000



Motivating Mantras

What's REALLY happening in your shop...

Have you ever worked in a restaurant?

Forbidden questions

Sell more Finishing Touches

Q & A





## Motivating Mantras





Ask FEWER questions, give more ADVICE





*easy*

Make shopping easier







Don't be afraid to hear NO!







NEVER apologize for prices,  
educate customers instead





What's REALLY  
happening in your shop



## What REALLY happens in your shop



- FACT** Most customers don't know what they want!
- FACT** Customers already perceive you as the expert!
- FACT** Customers will buy what you guide them to buy!



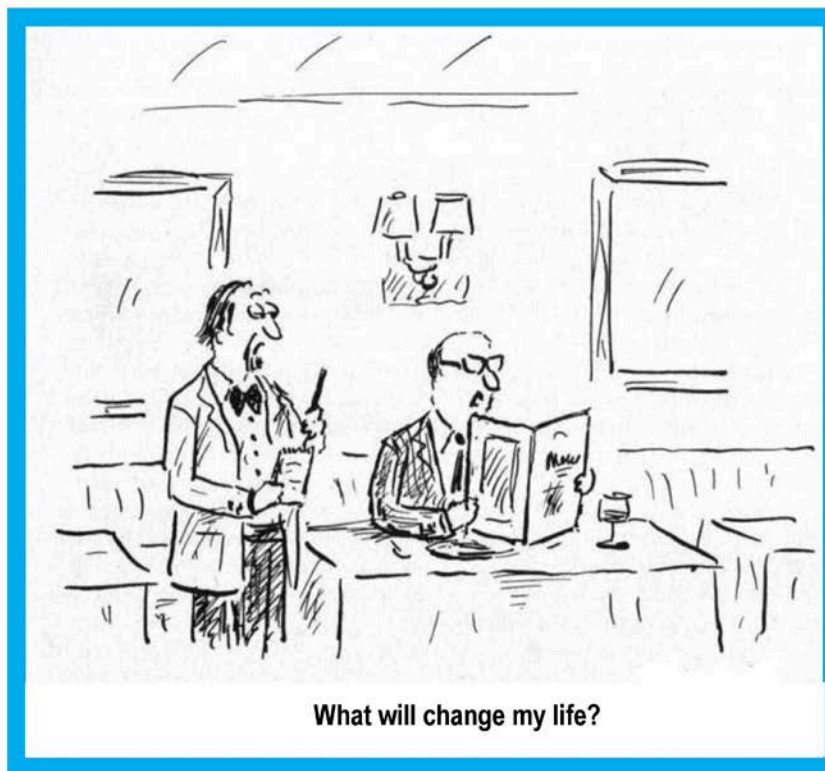




Have you ever worked  
in a restaurant?



## Sell flowers like food



What will change my life?

**FACT** Customers want to hear about NEW & DIFFERENT!

**FACT** Customers are prepared to spend more than you think!

**FACT** We need to sell flowers like food!





## Forbidden questions





Question 1 of 6

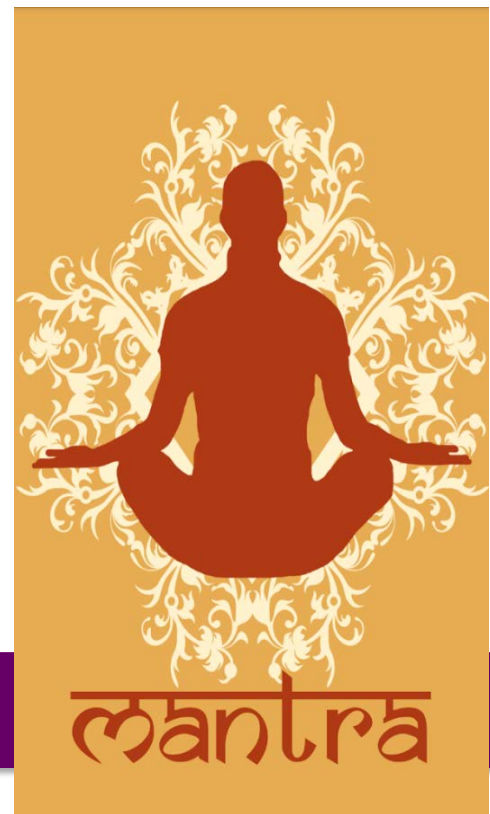
What's the occasion



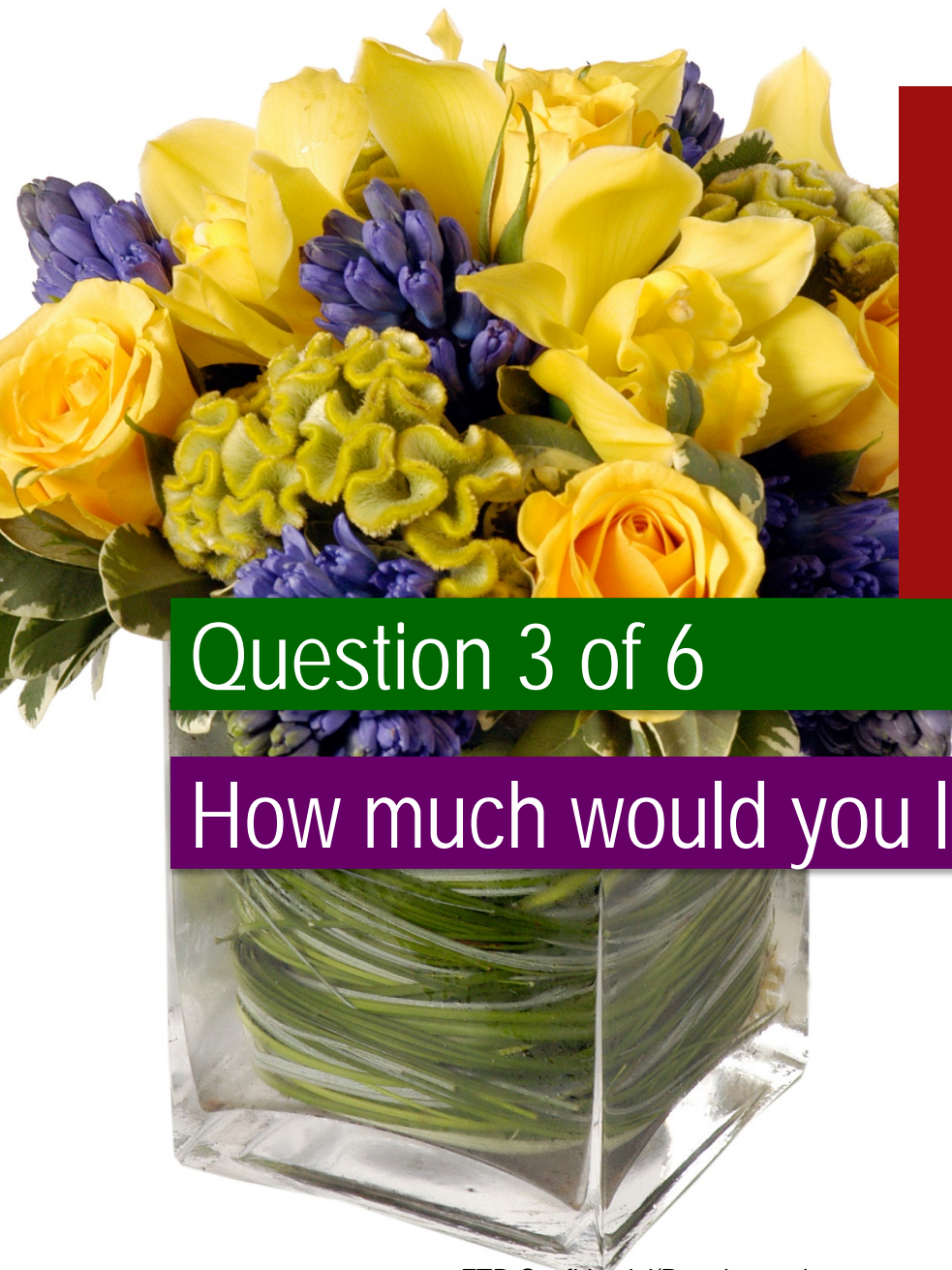


Question 2 of 6

What flowers would you like in the arrangement







# RUDE

Question 3 of 6

How much would you like to spend?







Sell more  
Finishing Touches

1

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

2

Make your ONE suggested item relevant to the sale,  
...a bright Happy Birthday balloon...  
...a box of locally made, gourmet chocolates...

3

Price it!  
...and it's *just* (or only) \$X!







BONUS MATERIAL











*The  
End*

# Questions?

Email: [tim@floralstrategies.com](mailto:tim@floralstrategies.com)  
800.983.6184

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)