

# BRIDAL SENSE, SCENTS & CENTS



An educational seminar developed by  
SAF's Professional Floral  
Communicators – International.

There are many factors to consider when building your wedding business. Before and after the consultation are just as important as the consultation itself. This guide provides tips and good *sense* strategies to build wedding business, prepare and deliver the flowers (*scents*) and make a profit (*cents*):

- The Pre-Consultation: *Attract Brides*
- The Consultation: *How to Sell a Wedding*
- The Post-Consultation: *Executing the Plan*
- Bouquet Styles & Price Planning

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## THE PRE-CONSULTATION: *Attract Brides*

### Make Your Wedding Business Known

- ☐ Is the bride a current and loyal customer?
- ☐ Word of mouth
- ☐ Post your wedding work on your Web site
- ☐ Participate in bridal fairs
- ☐ Host an in-store event such as a bridal fair
- ☐ Create a bridal display window
- ☐ Network with common wedding vendors
  - Cake bakers & caterers
  - Photographers & videographers
  - Musicians & entertainment companies
  - Dress & tuxedo shops
  - Invitation vendors
  - Limousine companies & travel agents
  - Jewelry stores
  - Wedding planners & consultants
  - Church secretaries & event planners
  - Wedding & reception sites
- ☐ When working with these vendors:
  - Ask for referrals
  - Consider reciprocal Web site links
  - Advertise as a network in media locations
  - Trade-out products

- ☐ Direct market
  - Send newsletters to your customer base
  - Send congratulatory cards to brides-to-be with a consultation invitation
    - Obtain names from newspaper announcements and your network of common vendors
    - Use the SAF Wedding Postcard for a professional and personal invite
- ☐ Advertise
  - Local radio and television spots
  - Write newspaper articles on wedding trends. Use content from [www.aboutflowers.com](http://www.aboutflowers.com).
  - Purchase ad space in your local newspaper and use the SAF customizable wedding ad
  - Provide an in-store on-hold message during the wedding seasons using the SAF wedding radio commercial script
- ☐ Provide an incentive through a Referral Rewards Program for customers who get brides to book weddings with you
- ☐ Use your logo everywhere
  - Publications and advertisements
  - Sales sheets, worksheets, business cards and all printed materials
  - CD-ROM to take home that includes a photo gallery of weddings you have done as well as a list of all your professional services

### **The Bride's First Call or Visit to Your Shop**

- ☐ Congratulate her with enthusiasm!
  - Suggest she browse through pictures of your wedding portfolio in your bridal sales area or on your Web site. This will help her make decisions for the consultation.
  - Encourage her to schedule an appointment immediately.
- ☐ Provide a "Personal Pre-Consultation Packet"
  - Packet should be available in multiple locations:
    - In-shop
    - Web site
    - Fax request
    - Advertising venues & vendors
  - Pre-Consultation Packet includes:
    - A congratulatory letter
    - A business card and an appointment card
    - Consultation date and time
    - Consultation fee policy and deposit policies
    - Shop location directions
    - Name of the consultant she will be meeting with
    - How the consultation works
    - Approximate length of time
    - Approximate number of meetings you could possibly have

- Contract policies
  - o When she receives prices
  - o Cancellation policy
  - o Cancel before 24 hours and there will not be any charges applied to her credit card.
- Personal information form
  - o Date and year of the wedding
  - o Complete addresses, phone numbers and e-mail addresses of the following people:
    - Bride
    - Groom
    - Parents
    - Financial partners
- Theme
- Location and addresses of:
  - o Ceremony site
  - o Reception site
  - o Additional gathering locations
- The Wedding party
  - o Number of attendants, male and female
  - o Colors of the dresses (this is a must)
- Number of people attending the consultation
- Child care option fee ☐ this is an additional service you can provide
  - o Unsupervised play area
  - o Activities provided
  - o Mini design class with take-home activity
  - o Nanny Service ☐ Contact your local agency for fees and availability to offer this service
  - o Gift bag and balloon as a promotional item
- ☐ Ask the bride to bring the following to the consultation:
  - Pictures, fabric and color swatches of dresses, fabrics, etc.
  - Pictures of designs and styles she likes
  - Pictures of designs and styles she *doesn't* like
  - Photos of flowers she prefers
  - Contact names and numbers of caterers, cake bakers, photographer, etc.
  - Photos/layouts of facilities you may not be familiar with
  - Copies of facility use policies from wedding locations
  - List of specific questions or concerns
  - Her dreams and imagination

#### **A Couple of Days before the Consultation,**

- ☐ Give the bride a reminder phone call
- ☐ Send the bride flowers that match the colors of her wedding. This is great publicity for your shop if you deliver the flowers to her work. Or simply to let her

know how important she is and how much you want her business. This tactic develops a confident and professional relationship with the bride.

### **Prep the Shop**

- ☐ What music can be heard? Play relaxing background music to calm and entertain guests
- ☐ Inform employees of the event and secure no interruptions
- ☐ What is the fragrance in the area?
- ☐ Make sure everything is neat and clean

### **Prep the Consultation Area**

- ☐ Plenty of tables and chairs
- ☐ Match clean linens for the table and chairs
- ☐ Set up computer for demonstrations to show your photo gallery or as a quick reference tool
- ☐ Include a color-coordinated fresh flower arrangement
- ☐ Offer refreshments
  - Serve coffee, water or some other beverage in a nice cup and saucer or glass. Serve a tasteful snack, perhaps from a common vendor.
- ☐ Current and presentable reference materials
- ☐ Wedding design and reference books
- ☐ Current bridal magazines
- ☐ Album of thank-you cards and notes from clients
- ☐ Order Form
- ☐ Sketch pads if you or the bride need visual expressions
- ☐ Working pens (that feature your shop logo or name)
- ☐ A calculator
- ☐ 8x10 professional photos in an album of weddings you have done
- ☐ Organize information and pictures of wedding locations (churches, resorts, hotels, country clubs, gardens, and other popular venues):
  - Square footage of areas
  - Layouts and diagrams
  - Photos of all settings
  - Colors of carpet and walls
  - Décor styles of the rooms
  - Types of chairs, pews or benches available and count
  - Sizes of tables available
  - Linen types and colors available
  - Aisle length commonly used
  - Fire regulations of the facility
  - Any other rental equipment they offer
  - Current contact people for the site
  - Delivery locations and instructions
  - Any other of their regulations and policies that are important to this event

- ☐ Albums of rental equipment you offer. Include photos and prices. Also offer package deals for multiple rentals.
- ☐ Show your professionalism with a Visual Display Gallery:
  - Framed copy of your mission statement
  - Positive customer references
  - Framed photos of weddings you have done.
  - Framed relevant store policies, such as satisfaction guarantee and cancellation policy.
  - Additional wedding accessories
    - Candles, ribbon, garters, ring bearer pillows, flower girl baskets, veils
    - Bridal party gifts
    - Music CDs
- ☐ Create a Giveaway package decorated in a carry bag, basket or package that may include:
  - Business cards
  - Items with your shop logo (pens, magnets, etc.)
  - Shop profile or history
  - Your referral package, discount coupons and promotional materials
  - Seasonal flower listings
  - Web site address
  - And anything else you would like to offer

### **Dress for Success**

- ☐ Wear professional attire; take off the apron and put on a jacket and nice shoes.
- ☐ Check your personal hygiene. Make sure your hands and nails are clean, your hair is combed and your breath is sparkling fresh.
- ☐ And last, but not least, put on your smile.

### **Prepare Mentally**

- ☐ Focus on individual attention. This is the bride's special day, and all your focus should be on her.
- ☐ Prepare to listen to what is being said literally and in between the lines.

### **Here Comes the Bride**

- ☐ What is her perception of the
  - Outside of your business location
  - Shop image maintained
  - Approachability is comfortable with location, parking, lighting and cleanliness.
- ☐ The image of the inside of your business location
  - Visual and physical layout of displays and sales areas
  - A comfortable flow pattern
  - Personal attention as she walks in the door
  - Creating positive experience from the beginning

# THE CONSULTATION: *How to Sell a Wedding*

## The Bridal Consultation Creates the Plan

- ☐ Creates an emotional connection with the bride
- ☐ Develops designs that reflect her personal taste
- ☐ Outlines price, quality and style for the event
- ☐ Sets the tone of the working relationship

## The Princess Pattern of Brides: Sometimes known as the “Scarlett Syndrome”

- ☐ Stage 1: The “Excited” Bride
  - She wants everything
  - She can be indecisive or impulsive
  - She procrastinates
- ☐ Stage 2: The “Needy” Bride
  - Wishes you to “fix” everything
  - Wants it for free
  - Realizes she must make choices
- ☐ Stage 3: The “Over It” Bride
  - She is budget-conscious
  - She can be frustrated or frustrating
  - She wants it finalized

## Take Control of the Consultation

- ☐ Listen for objections
- ☐ Overcome objections with solutions
- ☐ Offer ideas and suggestions using visuals
- ☐ Up-sell with add-ons; suggesting upscale
- ☐ Create enthusiasm for the plan

## Connect with the Customer

- ☐ Assess bride’s personality type
- ☐ Note how she gives/takes information
- ☐ Mimic the bride’s energy level
- ☐ Deliver sales info per the bride’s style
- ☐ If the bride brings an opinionated friend, give them “busy work”:
  - “Find this picture for me”
  - “Draw a sketch of the sanctuary”
  - “Take notes/sketches for her”
- ☐ Mother/daughter begin to disagree
  - Conveniently *remember* you have another appointment
  - Give homework – items to agree on
  - Schedule a subsequent appointment
- ☐ End the appointment on a positive note

### **Win the Bride's Confidence by Attention to Detail**

- ☐ Schedule uninterrupted time with the bride
- ☐ Listen with your eyes, ears, and body language
- ☐ Read her body language to direct sales
- ☐ Offer suggestions and ideas to develop her ideas
- ☐ Illustrate with notes/photos/sketches
- ☐ Refer to your files of churches and reception hall facilities
- ☐ Agree to investigate unfamiliar ideas, products and themes
- ☐ Offer names/numbers of your network of wedding professionals
- ☐ Offer business cards for additional events; ask for referrals
- ☐ Make subsequent unexpected calls, notes of update to the bride

### **Professional Pricing**

- ☐ Offer a range of at least three prices in each category
  - Beautiful (meets bride's expectation)
  - Exceptional (custom designed for her)
  - Ultimate (drop-dead gorgeous!)
- ☐ Breakdown cost by separating expense of bride and groom
- ☐ Use sales materials on hand to illustrate price categories
- ☐ Add in labor, cost of goods and the "drama factor"
- ☐ Tally actual expense; make projections based on additions
- ☐ Discuss specifics of contract, require signatures
- ☐ Ask for the commitment with a deposit
- ☐ Require full payment in advance, prior to ordering flowers

***The business aspect of a wedding creates the cash flow,  
but it is the drama of design that creates the flow of customers!***

## Directing the Order of Sales

- ☐ Bride/Bridesmaid
  - Color, form and style of dresses determine
  - Type of flower
  - Style of design
  - Cost of bouquet
  - Sell an overall look, color harmony, style (not specific flowers)
  - Present as a top priority in the budget
- ☐ Personal flowers
  - Follow the bouquet's theme
  - Sell generalities
  - Use flowers leftover from bouquets/centerpieces
  - Up-sell by adding sentimental details
  - Place a shop label on each wedding item for advertisement
- ☐ Ceremony
  - Follow overall color/design scheme
  - Discuss balance of overall wedding with use of flowers
  - Create visuals of voids to be filled with flowers
  - Agree on specifics of time/costs of delivery/installation and pick-up
  - Offer rental options such as candelabra, candles, roping, etc.
  - Draw placement sketches
- ☐ Reception
  - Create visual voids to fill with flowers
  - Suggest large dramatic centerpieces for focal areas
  - Offer options for budget concerns
  - Suggest using rehearsal flowers for guest tables
  - Develop themes whenever possible
  - Offer rental items such as candelabra, candles and vases
  - Tables, chairs, linens or network with a provider
- ☐ Rehearsal flowers
  - Offer to reuse at reception
    - Suggest a higher investment since twice used
    - Offers change of presentation for different look
  - Charge for delivery, pick-up and re-delivery
  - Develop themes whenever possible
  - Offer rental equipment options or suggest sources
- ☐ Party flowers
  - Request names/addresses of hosts for other events
  - Send promotional materials
  - Ask for referrals

***Remember to incorporate the "WOW" factor in selling design!***

### **Mail Post-Consultation Letter**

- ☐ Reiterate schedule; subsequent appointments
- ☐ List any additional steps the bride should take
- ☐ Thank her for the business
- ☐ Include business cards that she may want to pass along

***To encourage brides to spend more, we must:***

- ***Inspire, excite and entertain the customer***
- ***Create an experience; produce the unexpected***
  - ***Help her to enjoy the process***

## **THE POST-CONSULTATION: *Executing the Plan***

### **Organize Timelines and Work Schedules**

- ☐ Immediately following the consultation, establish a timeline for the day's events and the days leading up to it.

### **Confirm with Event Locations**

- ☐ Ceremony time, aisle length, pew count, etc.
- ☐ Set up and tear down times.
- ☐ Re-confirm table counts for centerpieces and all personal flowers the week of the wedding to avoid any problems and then again a day or two before the event.

### **Schedule Transportation**

- ☐ If extra delivery vehicles are needed, call rental places early.
- ☐ Schedule time to pick up extra vehicles.
- ☐ Be sure to work the cost of this into the delivery charges.

### **Employees' and Planning Schedule**

- ☐ Coordinate timelines with schedules of employees needed.
- ☐ Name a "team captain" who knows all of the event's logistics. The captain ensures that the team's duties are completed correctly.
- ☐ Make sure everyone knows times and complete schedule so that designs are finished on time.
- ☐ Employees should have a copy of their event's timeline.
- ☐ Leave room on the schedule for designing if arrangements are to be made on site.
- ☐ Keep "in-shop communication" open with your staff all week long. This will ensure that everyone will know who will be doing what duties for the delivery and setup.
- ☐ Make sure all drivers, designers and setup help are dressed appropriately and look professional.
  - Matching employee clothes that feature your shop logo or name.
  - Client will see that you and your staff are professionals and that will help them decide to keep coming back to your shop for other floral needs

## Save Dollars in Flower and Hard Good Procurement

- ☐ Complete a “floral recipe” for each design.
- ☐ Calculate amounts of each variety of flowers and cost of goods.
- ☐ Include all flowers, foliage and hard goods.
- ☐ “Recipe” includes all materials used in the design.
  - Container, floral foam, all flowers and foliages, supplies and labor.
- ☐ Include price of holders, ribbons and accessories in all bouquet and corsage work.
- ☐ Make sure all designers follow each design recipe.
- ☐ Order flowers early, especially with specific varieties.
- ☐ Order extra flowers to cover any damages or breakage and
- ☐ Get flowers in early to ensure that they have time to open.
  - This is especially important with lilies, roses and any other tight-budded flower. Keep softer flowers refrigerated as long as possible.
- ☐ Order hard goods at least several months in advance.
- ☐ Make sure that everything that was ordered from your wholesaler arrives. Be sure that you are not short of any product
  - Call wholesaler with any problems of missing or damaged product as soon as possible.
- ☐ Process all flowers correctly and maintain them as soon as they arrive in your shop.
- ☐ Use floral preservatives in the water to be sure all flowers and foliages stay as fresh as possible.
- ☐ Save broken or shorter stemmed flowers for use in bouquets or smaller arrangements.
- ☐ Refrigerate flowers and finished designs. Maintain the freshness of the product as much as possible.
- ☐ Check freshness on a daily basis and change water as needed.

## Design Tips to Help Be More Efficient

- ☐ Set up containers several weeks ahead of event.
  - Set up all bases and containers at one time.
  - Use dry floral foam in containers for centerpieces and church arrangements. Soak in water just before making designs.
  - Label all containers and set ups by event. If space is limited in your shop, do this at least the morning of the day that the arrangements are to be completed.
- ☐ Make bows or ribbons ahead of time. Hang them on clothes hangers and keep covered with plastic so they stay clean and wrinkle free.
- ☐ Keep clean votives and candles on hand for any last minute additions.
- ☐ Complete all designs the day or evening before the event whenever possible.
- ☐ With proper care and handling, arrangements and bouquets can be completed two or three days before the wedding.
- ☐ Use a finishing spray, such as “Crowning Glory” or “Finishing Touch,” on designs to ensure freshness.
- ☐ Check water levels on all pieces done ahead of time.

## Set Up Preparation

- ☐ Pack tools and supplies separately.
  - Tool box includes extra pins, tape, scissors, knives and anything else that might be needed.
  - Bring extra flowers for last minute changes.
- ☐ Bring extra bolts of ribbon to the church in case any pew bows were forgotten or if the pew count was wrong
- ☐ If using cloth aisle runners, make sure the correct runners for the week's weddings are cleaned, pressed and on hand at least by the beginning of the week of the weddings.
- ☐ Keep a broom, dust pan and portable vacuum cleaner handy to keep the areas clean.
- ☐ Do not leave trash.
- ☐ On weekends with more than one event, organize space in workroom or warehouse to keep each event separated.
- ☐ Label each item with the bride's last name and/or color-code labels and paperwork.

## Prepare the Flowers for their Destination

- ☐ Label each item as to each specific place and time. All personal flowers should be packed in a clean wedding box for a nice presentation.
- ☐ Include extra pins. If you are not contracted to stay to pin on flowers, leave a detailed list of who gets what flowers.
  - Make sure this list does not include prices. Possibly have it printed so it looks clear, professional and to the point.
- ☐ Carefully secure all floral arrangements into packing boxes to make transportation easier. Refill water that spills out.
- ☐ Consider making large arrangements on site.
  - This makes for easy delivery and installation. Keep this in consideration when pricing larger arrangements. There should be an extra cost included in the delivery charge.
- ☐ Deliver hand-tied bouquets in water if possible.
  - Attach ribbons and clean stems just before they are handed out.
    - This keeps the flowers in water longer and the ribbons from getting wrinkled.
    - If you are not contracted to do this, leave clear instructions as to who gets which bouquet.
    - Label each one separately.
  - Clear water tubes on tied bouquets could be an alternative.
    - Leave a clean towel to wipe and dry stems.
    - Leave instructions on how to carry the bouquets if you are not contracted to do this.
    - Possibly talk with the bride a few days ahead of the wedding about this. She might be able to appoint a family member to take care of

this for her. There also might be a church contact that might be able to take care of this.

### **Deliver the Goods/Attention to Detail**

- ☐ Have your vehicles maintained, clean and full of gas
- ☐ Get directions and maps of venues to drivers.
- ☐ Make sure all drivers have a cell phone and money for parking and tolls.
- ☐ Make sure all drivers have a valid driver's license.
- ☐ Give yourself enough time to pack delivery trucks correctly. If possible, load trucks with hard goods the night before.
  - Secure all items in the truck or delivery vehicle to prevent any damage.
  - Pack truck with as much as possible. This will save time from making double trips.
  - Pack items that need to be used first near the back of the truck and the secondary items near the front for easier manageability.
- ☐ When delivering fresh arrangements, use air conditioning on hot days and the heater on cold days.
  - Instruct the bride or family member to cover all flowers when going outside to the reception on cold days to prevent them from freezing. Leave tissue or plastic bags with personal flowers on cold days
  - Unload hot trucks as soon as possible to prevent flowers from wilting in hot weather.
- ☐ Save any packing materials for the pickup afterward.
- ☐ Pack unused materials back into the truck.

### **The Week after the Wedding**

- ☐ Follow up with the bride and her mother.
  - Send a thank-you note. Ask for photos or give some of yours.
  - Offer to write a description of her flowers for her announcement in the newspaper.
- ☐ Let her know that you can press a few flowers from her bouquet or make a duplicate bouquet in silk for her as a keepsake.
- ☐ Keep a record of the bride and groom to send a reminder prior to their first year anniversary to send flowers to one another.

# BOUQUET STYLES

The following bouquet definitions are courtesy of “The AIFD Guide to Floral Design: Terms, Techniques, and Traditions.” To order, visit [www.aifd.org/guide.htm](http://www.aifd.org/guide.htm), or contact AIFD at (410) 752-3318.

**TEARDROP:** Compact, slightly cascading bouquet shaped like an inverted teardrop; also known as a pointed-oval bouquet.

**GARLAND:** A chain of interwoven flowers and/or foliage often finished with decorative looped handles. This design may be carried in place of a traditional bouquet or made longer for attendants on each end.

**HAND-TIED:** The European influenced design of a hand-tied is an arrangement of floral and plant materials assembled using hand-tying techniques and designed to be carried. The stems may be wrapped, embellished or left natural.

**ARMATURE:** A decorative or supportive framework upon which the design is created.

**CONE:** Emerges out of the wide end of an upturned cone-shaped container or holder. The container, often with a handle usually is constructed of materials such as lightweight vines, branches, wire, metal or even sturdy paper.

**FORMALINEAR:** A European term for a bouquet composed of relatively few, well-organized materials usually placed in groups, emphasizing bold forms and clean lines.

**POMANDER:** This sphere or ball of flowers is suspended from a ribbon or tie.

**CUFF:** This somewhat flat or even cascading design □ constructed on a wide band of material such as fabric, lightweight plastic or decorative wire □ is designed to be draped on the wrist or forearm of the carrier.

**CASCADE:** The traditional cascade is a hand-held wedding bouquet in which flowers are arranged to flow downward in a descending line below the main portion of the design.

**CRESCENT:** This design emphasizes the shape of the quarter moon. Flowers usually are tapered and extended at a downward angle to each end of the bouquet while the center is more compact.

# PRICE PLANNING

You've suggested these fabulous ideas, but now the bride wants to know how much everything will cost. You need to be efficient and thorough in your calculations. This is not a guessing game. Knowing your exact cost of goods is essential in making a profit, thus keeping your business afloat. The great thing about this is you are an individual retail florist and you can determine your pricing structure, keeping in mind your local market.

There are three basic categories that determine your pricing structure: hard goods, fresh and foliage materials, and labor. These ingredients will complete your designs, but you must calculate your percentage markup on each category.

- **Hard goods** (ribbon, wire, picks, containers, foam, tape etc...) 2 to 3 times markup
- **Perishable goods** (fresh flowers, foliages, fruit, gourmet) 3 to 5 times markup
- **Labor costs to create the design** (% of the total cost of the design) 20% to 50 %

When calculating the complete cost, include every single item in the design □ from the flowers to the greening pins. It is easier to calculate when you use the retail selling price of each item instead of the wholesale cost.

## CALCULATING THE PRICE

There are two ways to determine your price: Start with a fixed price (\$150) or calculate the price of a finished design.

**Pricing forward** adding all of the cost of goods (all the physical items at their retail price) in your design to a total cost and then adding your labor cost percentage to determine the selling price.

|                  | Quantity | Item                  | Unit price | Total       |
|------------------|----------|-----------------------|------------|-------------|
| <b>Fresh</b>     |          |                       |            |             |
|                  | 12       | roses                 | 5.00       | 60.00       |
|                  | 6        | dendrobiums           | 8.00       | 48.00       |
|                  | 5        | mini carnations       | 2.00       | 10.00       |
|                  | 2        | ruscus                | 2.00       | 4.00        |
|                  | 10       | galax                 | .25        | 2.50        |
|                  | 2        | pittosporum           | 2.00       | 4.00        |
| <b>Hardgoods</b> |          |                       |            |             |
|                  | 1        | bridal bouquet holder | 7.00       | 7.00        |
|                  | 2 yds    | #9 white ribbon       | 1.50 yd    | 3.00        |
|                  | 6        | 3" wired picks        | .15        | .90         |
|                  | 1        | glue application      | 1.00       | 1.00        |
|                  | 4        | corsage pins          | .10        | .40         |
|                  |          | Crowning glory        | 1.00       | 1.00        |
|                  | 1        | bouquet box           | 7.00       | <u>7.00</u> |
| Total product    |          |                       |            | \$148.80    |
| 35% labor charge |          |                       |            | \$80.12     |
| Selling price    |          |                       |            | \$228.92    |

Your 35 % labor charge is calculated by dividing the total product cost (\$148.80) by the reciprocal of 35% (.65 or 100% - 35%) to determine your exact selling price.

\$148.80 divided by .65 = \$228.92

If you actually multiply the total product (\$148.80) by .35 you will only receive \$52.08 (this is only 26%) for you labor, not the actual 35% total of \$80.12.

### Fixed pricing

If you have established your fixed price and need to determine the amount of ingredients in the design, you must first subtract your labor costs. Do this by taking the total selling price and multiplying by the percentage of labor you desire.

$$\$200 \text{ (bouquet)} \times .35\% \text{ labor} = \$70.00$$

$$\$200 - \$70 \text{ (35\%)} = \$130 \text{ for perishable and hard good products}$$

|                  | Quantity | Item                  | Unit price    | Total       |
|------------------|----------|-----------------------|---------------|-------------|
| <b>Fresh</b>     |          |                       |               |             |
|                  | 11       | roses                 | 5.00          | 55.00       |
|                  | 6        | dendrobiums           | 8.00          | 48.00       |
|                  | 2        | ruscus                | 2.00          | 4.00        |
|                  | 2        | pittosporum           | 2.00          | 4.00        |
| <b>Hardgoods</b> |          |                       |               |             |
|                  | 1        | bridal bouquet holder | 7.00          | 7.00        |
|                  | 2 yds    | #9 white ribbon       | 1.50 yd       | 3.00        |
|                  | 6        | 3" wired picks        | .15           | .90         |
|                  |          | Crowning glory        | 1.00          | 1.00        |
|                  | 1        | bouquet box           | 7.00          | <u>7.00</u> |
|                  |          |                       | Total product | \$ 129.90   |
|                  |          |                       | Selling price | \$ 200      |

By taking the time to accurately price each wedding item, you will be able to charge accordingly to make a profit for your wedding designs. This same application is applied to corsage work (this maybe a higher labor % due to more time involved) and to everyday design work. Make sure every item in your shop has a retail cost on it or place it in a file or notebook for each person to use. This keeps calculations consistent.

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**These ideas will help you develop your skills, create a pleasant and productive environment, increase your sales and develop repeat business.**

**Now you have**

**“BRIDAL SENSE, SCENTS AND CENTS”**

## ABC FLOWER SHOP

Thank you for your interest in our wedding services. Please take a few moments to tell us about yourself and your wedding so we can provide the most accurate and detailed quote as possible.

Bride: \_\_\_\_\_ Groom: \_\_\_\_\_  
\_\_\_\_\_

Bride's Address: \_\_\_\_\_  
\_\_\_\_\_

Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
\_\_\_\_\_

Wedding Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_  
\_\_\_\_\_

Reception Location: \_\_\_\_\_ Time: \_\_\_\_\_  
\_\_\_\_\_

Photographer \_\_\_\_\_ Phone: \_\_\_\_\_ Time of Pre-ceremony  
pictures: \_\_\_\_\_

Cake Maker \_\_\_\_\_ Phone: \_\_\_\_\_ Delivery time: \_\_\_\_\_  
\_\_\_\_\_

**Please list applicable quantities of items in which you are interested:**

### *FRESH ARRANGEMENTS FOR THE BRIDAL PARTY*

\_\_\_\_\_ Bride \_\_\_\_\_ Bride's Maids \_\_\_\_\_ Jr. Bride's Maids \_\_\_\_\_ Flower  
Girl(s) \_\_\_\_\_

### **CORSAGES**

\_\_\_\_\_ Mothers \_\_\_\_\_ Grandmothers \_\_\_\_\_ Aunts \_\_\_\_\_ Wedding  
Coordinator(s) \_\_\_\_\_

\_\_\_\_\_ Readers \_\_\_\_\_ Greeters \_\_\_\_\_ Others

### **BOUTONNIERES**

\_\_\_\_\_ Groom \_\_\_\_\_ Groom's Men \_\_\_\_\_ Ushers \_\_\_\_\_ Fathers  
\_\_\_\_\_ Grandfathers \_\_\_\_\_ Clergy \_\_\_\_\_ Ring Bearer(s) \_\_\_\_\_ Others

## CEREMONY

\_\_\_\_\_ Altar      \_\_\_\_\_ Aisle Clothe (length of aisle \_\_\_\_\_)      \_\_\_\_\_ Candelabras  
\_\_\_\_\_ Unity Candle      \_\_\_\_\_ Pew Decorations      \_\_\_\_\_ Vestibule/Guest Book  
\_\_\_\_\_ Roses for Mothers      \_\_\_\_\_ Other

## RECEPTION

\_\_\_\_\_ Head Table(s)      \_\_\_\_\_ Guest Tables      \_\_\_\_\_ Food/Serving Tables \_\_\_\_\_  
Cake/Cake Table  
\_\_\_\_\_ Gift Table      \_\_\_\_\_ Toss Petals

## ***Budget***

I have decided my overall floral budget to be:

\_\_\_\_\_ <\$1000      \_\_\_\_\_ \$1000-\$1500      \_\_\_\_\_ \$1500-\$2500      \_\_\_\_\_ \$2500-\$3500      \_\_\_\_\_ \$3500-\$5000  
> \$5000



DESIGN PRICING SHEET

ORDER :

DESIGNER:

| QUANTITY<br>NEEDED | DESCRIPTION<br>OF ITEM     | INDIVIDUAL<br>PRICE | TOTAL<br>PRICE |  |
|--------------------|----------------------------|---------------------|----------------|--|
|                    | FRESH FLOWERS AND FOLIAGES |                     |                |  |
|                    | HARDGOODS                  |                     |                |  |
|                    |                            |                     |                |  |
|                    |                            |                     |                |  |
|                    |                            |                     |                |  |
|                    |                            |                     |                |  |
|                    | PRODUCT TOTAL              |                     |                |  |
|                    | LABOR ___% CHARGE          |                     |                |  |
|                    | SELLING PRICE              |                     |                |  |

