

Speaking the Language of Sales & Service



Presented by SAF's PFCI

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Warm-up Exercises

"Hi, do you need help?"

- Good Greeting
- Poor Greeting



Warm-up Exercises

"Good morning. Are you finding everything you're looking for today or can I be of some assistance?"

- Good Greeting
- Poor Greeting



Warm-up Exercises

"Looking for flowers?"

- Good Greeting
- Poor Greeting



Warm-up Exercises

"How's it going? One of us can help you when you need it."

- Good Greeting
- Poor Greeting



Warm-up Exercises

“Is there something special I can help you find, or are you just enjoying browsing?”

- Good Greeting
- Poor Greeting

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Warm-up Exercises

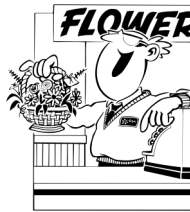
“Let me know if you need something.”

- Good Greeting
- Poor Greeting

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Definitions

- **Service** – providing a helpful act
- **Sales** – the exchange of goods or services
- **Service + Sales = Good Customer Service**



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Your Customer

Customers are Buying

- Their Emotions
- Shop Personality
- Customer-friendly Staff

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Your Customer

Customers Want

- Comfortable Environment
- Great Product
- Helpful, Professional Sales Staff
- Positive Experience

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The Shop Environment

**Does Your Shop
Need a Makeover?**



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The Shop Environment

Curbside Appeal

- Signage
- Parking
- Front door
- Lighting



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The Shop Environment

Traffic Flow

- Pathways to Destinations
- Transaction Area and Cooler
- Handicapped Accessible



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The Shop Environment

Visual Displays

- Tell a Story
- Apply Principles and Elements



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The Shop Environment

The Sensory Connection

- Sight
- Sound
- Touch
- Smell
- Taste

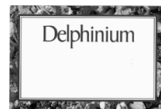


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The Shop Environment

Signage Suggests the Sale

- Identifies Product
- Tells Product Benefits
- Educates Customers
- Promotes Events



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The Shop Environment

Provide Basic Needs Areas

- Restrooms
- Relax Areas
- Refreshments
- Resource Library
- Children's Activities



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The Shop Environment

Transaction Area

- Come from Behind the Counter
- Space
- Impulse-buying Display
- Recreational Items



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Your Customer

Understanding How Your Customers Think



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Your Customer

Categorizing Customers

- Emotions
Open vs. Closed
- Information Management
Direct vs. Indirect



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Your Customer

Buying Styles

- Dependant-Indecisive
- Socializer-Born-to-Shop
- Analytical-Sales-Seeker
- Distracted-Mom-with-Kids
- Control-Taskmaster
- Get-me-out-I-Hate-to-Shop



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Your Customer

SAF Consumer Attitudes and Behaviors About Flower Purchasing Study

- Men
- Generation Y
- Women



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Your Customer

Cycle of Service

- Moment of Misery
- Neutral Moment
- Noticeable
- Magic Moment
- Rewarding



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Your Professional Sales Staff

Dress and Appearance

- Elevates Customer Confidence
- Split-second Recognition
- Stronger Team Spirit



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Your Professional Sales Staff

Your Approach

- Extend Yourself
- Watch your Body Language
- Be Confident



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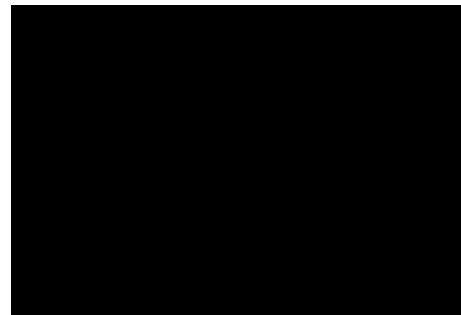
Your Professional Sales Staff

The Opening Statement

- Slow, gradual smile
- Warm greeting
- Don't ask a question



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Your Professional Sales Staff

Your Attitude

- Stay Positive
- Mimic Pace
- Effective Words

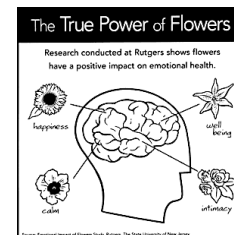


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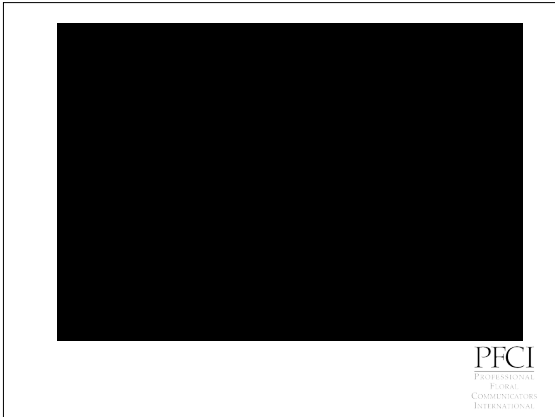
Your Professional Sales Staff

Create the Need

- Know Product
- Sell Emotion
- Present Sale
- Up Sell



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Your Professional Sales Staff

The Four Questioning Rules

- 1. Ask Open-Ended Questions
- 2. Keep Questions Simple
- 3. Begin with Broad, General Questions
- 4. Ask Clarifying Questions

Your Professional Sales Staff

Phones Sales

- Smile
- Deep Breath
- Speak Slowly
- Identification
- Focus
- Thank Caller



Your Business

A Positive Buying Experience



Pop Quiz

“Is there a special occasion you are shopping for?”

- Good Question
- Poor Question

Pop Quiz

“What do you want to spend?”

- Good Question
- Poor Question

Pop Quiz

“Is this gift for a man or a woman?”

- Good Question
- Poor Question

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Pop Quiz

“Are there themes we should try to match the bouquet to?”

- Good Question
- Poor Question

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Pop Quiz

“What size tables will the centerpieces be going on at the reception?”

- Good Question
- Poor Question

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Pop Quiz

“Anything you like in there?”

- Good Question
- Poor Question

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Your Business

- Quality Product
- Productive Employees
- Efficient Equipment
- Research Your Buying options
- Offer Ordering Options



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Your Business

- “Shopper-Entertainment”
- Memorable Impression
- Hire Positive People
- Be a Service Icon
- Maintain Policies



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Your Business

Online Shopping

- Secure Web site
- Guaranteed and Consistent Products and Services
- Quick Response
- Attractive Web site



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Loyalty Reward Programs

Loyalty Programs

- Surveys
- Education
- Incentives



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Loyalty Reward Programs

Surveys

- Limit Questions
- Distribute to All Customers
- Offer an Incentive
- Make Improvements



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Loyalty Reward Programs

Educate Customers

- Workshops
- Newsletters
- Signs
- Train Staff on Products, Styles and Trends



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Loyalty Reward Programs

Incentives

- First-timer's Discount
- "We've Missed You" Coupons
- Referral Programs
- Frequent-Buyer Programs

THANK YOU FOR LETTING US BE YOUR FLORIST.
We specialize in delivering smiles and hugs, praise and thanks, and care and love, through beautiful flowers. **Contact us today to send sheer delight to someone special.**

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Your Business

Customer Complaints

- Empower Staff
- Care about the Problem
- Help them Receive Results
- Track the Information



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Your Business

The true mission statement of customer service is to continue to build service with each and every customer interaction.

A satisfied customer is a repeat customer who puts dollars in your pocket.

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Suggested Reading

- **Delivering Knock Your Socks Off Service** by Kristin Anderson and Ron Zemke
- **Why We Buy : The Science Of Shopping** by Paco Underhill
- **Success Strategies for Retail Selling** by Lynda Paulson

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SAF Resources

- The Perfect Sale
- Flower & Plant Care Manual
- Flower Name Tags
- Flower Therapy Pocket Guides
- Hip Giver's Guide
- www.safnow.org



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Your Growth is Our Business