



**SAF** *Amelia* **2015**  
**ISLAND**

**SEPTEMBER 9-12**

**131<sup>st</sup> ANNUAL CONVENTION**

**Ritz-Carlton Amelia Island | Amelia Island, Fla.**



Society of American Florists

# A Little About Heather...

- Married to Jayson for 12 years
- Mother of twin 4 year-old girls, Abby and Maddie
- Attended The Ohio State University



# Fun Facts about Heather

- Proud Granddaughter of the owner of Gilmore Plant & Bulb, Liberty NC
  - Provides trees and shrubs for White House, Disney World, The Pentagon, Bush Gardens and more!!
  - Was a Jeopardy! answer to a question
- Two-time Cover Girl for Floral Management
- Member of Floral Management Advisory Board
- Featured in Florists' Review



# Getting Down to Business

- Bloomtastic
  - Purchased in 2004
  - A one-woman show for first few years
  - 10 weddings in year 1 to 180 this year
  - Offers long-lasting, quality, up-to-date floral designs
  - [www.bloomtastic.com](http://www.bloomtastic.com)
- Profitable Weddings
  - Launched in 2014
  - Free advice and tips for wedding professionals
  - Coaching for more 1:1 assistance
  - [www.profitableweddings.com](http://www.profitableweddings.com)



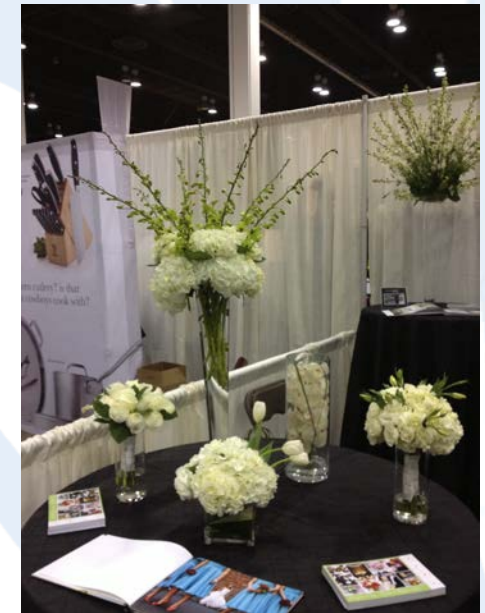
# *Before We Begin...*

What you are doing touches lives. It impacts not just you and your bank account, but leaves a permanent impression on your clients, their parties and guests. You are creating and preserving memories that are timeless.



# Bridal Show Success!

- Location, Location, Location!
  - Corner; end of isle; by entrance
- Create an Appealing Layout
  - Open so brides can walk in
    - DO NOT hide behind a table!!
  - Clean lines, smooth edges (round tables)
- Theme your Booth
  - Pick a popular trend, say vintage and blush

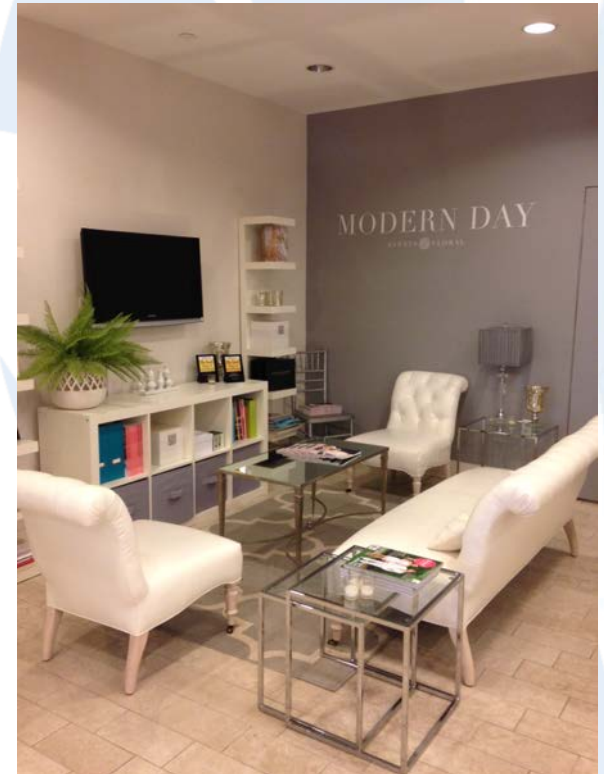


# *Bridal Show Success!*

- It's all about your Marketing Materials
  - Showcase YOUR work (not stock images)
  - Provide USEFUL, HELPFUL tips
- Engage, Encourage and Schedule Consultations!
  - Ask questions
  - Have the bride “try on” bouquets
  - Schedule consults on the spot
- Where the Fortune is
  - “The fortune is in the follow-up” ~Jayson Waits
  - Informational marketing
    - Bridal Timeline via email

# Setting Up Shop

- Quiet, dedicated area AWAY from distractions
- Table with four chairs VS Couch and coffee table
- Display your rentals so you can sell!
- Laptop, iPad, calculator, pencil, paper





# More Layout Ideas



# *How NOT to Set Up*



# *Pre-qualify Brides*

- Questionnaire
  - Contact info of bride and groom
  - Wedding date
  - Location(s)
  - Times
  - Colors
  - Number in bridal party
  - Altar arrangements? Pew decorations?
  - Centerpieces? Cake flowers?
  - Brief description of her theme/vision for wedding

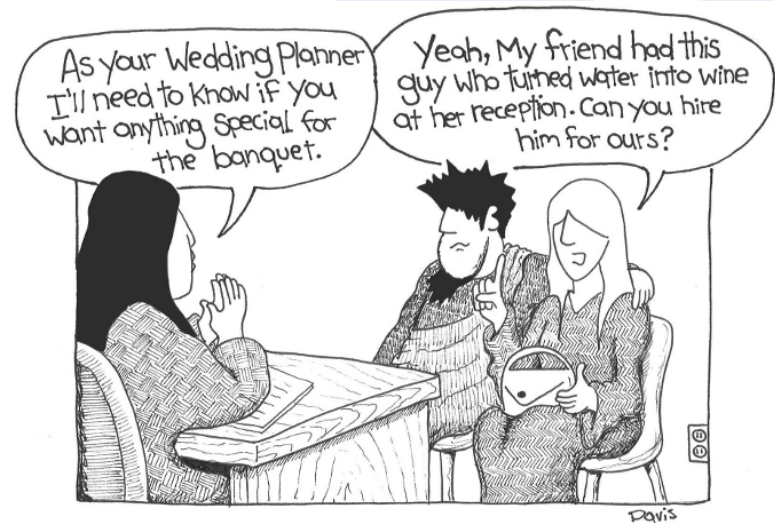
# *Why Pre-Qualify?*

- Demonstrates if the bride is serious or not
  - Completely filled out?
  - Gives bride chance to back out of consultation if she realizes she isn't prepared
- Good indicator if she will show for her consultation
- You get a snapshot before meeting with her; you can prep the proposal; create a centerpiece for the consultation area in her colors



# Consultation DO'S

- DO listen more than you talk
- DO get a budget
- DO create an inviting, comfortable atmosphere
- DO offer to design what she wants (not what you want)
- DO address/include all people present
- DO set expectations at the beginning of the consultation
- DO explain how to hire you at the end
- DO offer for her to hire you on the spot





# *Propose to your Bride*

- Give proposal on the spot, not after the consult!
  - Why?
    - You can address any concerns, price or flower related, NOW
    - Removes her opportunity to say, “Proposal was over budget”
    - You save her time, she doesn’t have to go elsewhere!
  - How?
    - Create a set pricelist of flowers
      - Work with your wholesaler
      - Create a year-round average
        - » Roses \$4; White hydrangeas \$6; Hypericum \$3
    - Create a “formula” to make quoting on the spot easy!

# Score *Brownie Points*

- Beautify your language
- Dress the part
- Offer food and beverage



# *Follow Up! Follow Up!! Follow Up!!!*

- After the Consultation
  - 1st email/phone call
  - 2<sup>nd</sup> email/phone call
  - 3<sup>rd</sup> email/phone call
  - 4<sup>th</sup> and final email/phone call
- Mail a handwritten THANK YOU card

# *Pricing for Profits!*

- Flower Mark-up
  - 3.5%-4%
  - COGS = >30% of Subtotal
- Labor
  - 25%-50%
  - Labor = >20% of Subtotal
- Delivery/Setup
- Rental Charges
- Rental Replacement
- Late Fees
- Retainer; Payments
- Audit Your Weddings

# *WIN The Wedding Success Blueprint!*

- My complete system to book 90% of the brides you meet!  
From inquiry to installation, it's all here!
- Includes “The business side of your wedding business” to help you master cash flow, budgeting, time management, networking, bridal shows, marketing, & more!
- HOW TO ENTER:
  - Complete the entry form with your name and email
  - Hand to me or Jayson after presentation
  - Will select one lucky winner after the presentation!



# Q & A



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