



SEPTEMBER 9-12

131<sup>st</sup> ANNUAL CONVENTION

Ritz-Carlton Amelia Island | Amelia Island, Fla.



Society of American Florists

## ***HOLIDAY HACKS***

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## ***PLANNING HOLIDAY PROMOTIONS***



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## **One Holiday Marketing Success Story**

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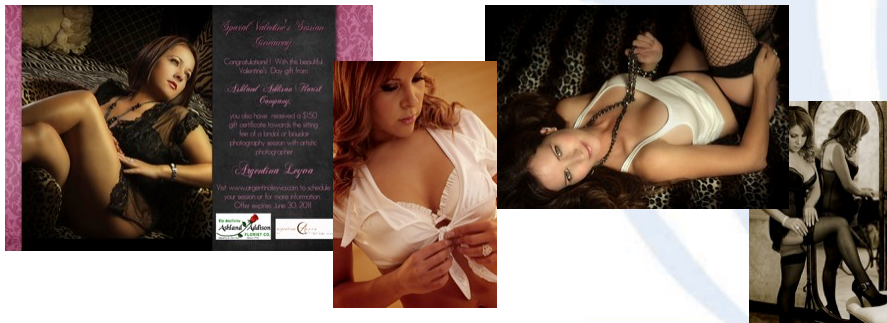
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## One of our *not so* successful holiday promotions



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## One Holiday Marketing Success Story

### We were prepared.

- We had a solid game plan in effect by the end of February.
  - We communicated. We shared the game plan to all areas of the business.
  - We planned. We planned products and promotions. We put deadlines to each action items and followed up on it and through with it.

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## One Holiday Marketing Success Story

### Our promotional goals were successful.

- Make a positive environment.
  - Extra communication.
  - Food.
  - Sales Incentives.
- Drive sales early.
  - Offered a single variety design for 50% off retail price for orders placed by May 1<sup>st</sup>. Promoted via web site, email and through customer service reps.

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## One Holiday Marketing Success Story

- Sell what we make.
  - Prepared 12 exclusive designs to market/sell. Determined quantities of each based on past sales and predictions.
  - Paired each design with a specific add on for sales.
  - Premade these designs.
  - Removed all other items from our Mother's Day selection on the web site and removed popular, labor intensive designs for the duration of the holiday.

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## One Holiday Marketing Success Story



Marketing began 4/21.

Sold out by 5/1.

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## One Holiday Marketing Success Story

April 21, 2015

Mother's Day items showcased in store, POPs and online

April 27, 2015

Mother's Day postcard mailed

May 1, 2015

Higher labor items pulled from web site, Mother's Day pre-made items prominently displayed

As items sold out, key lower labor items returned to web site. All premade items sold by mid/end-week. Designers premade new items featured on web site and made to be focus on sales team's calls. And distributed to stores for weekend sales.

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## One Holiday Marketing Success Story



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## One Holiday Marketing Success Story

Plan  
 Communicate  
 Market what you make  
 Sell what you make  
 Have confidence in your selection

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Adjust Forecasts For Day Of The Week & Weather. Plan Early & Book Extra Help.

	A	B	C	D	E	F	G	H	I
1		02/11/15	02/12/15	02/13/15	02/14/15	4-day Total			
2	2008 Plaza Deliveries	134	140	351	876	1501			
3	Percent Change	-5.22%	38.57%	56.13%	-51.60%	-13.86%			
4	2009 Plaza Deliveries	127	194	548	424	1293			
5									
6	2014 Plaza Deliveries	141	144	414	1077	1776	Estimates adjusted for weather		
7	Percent Change	-5.22%	38.57%	56.13%	-51.60%	-15.49%			
8	2015 Plaza Deliveries	134	200	646	521	1501			
9									
10	2015 Drivers	5	8	26	21				
11		Wed	Thu	Fri	Sat				
12	1	David	David	David	David				
13	2	Jason	Jason	Jason	Jason				
14	3	Jared	Jared	Jared	Jared				
15	4	Kyle	Kyle	Kyle	Kyle				
16	5	Bill	Bill	Bill	Bill				
17	6	Karen	Karen	Karen	Karen				
18	7			Chet	Chet				
19	8								
20	9								
21	10								

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Design Ahead. Keep Coolers At 34 Degrees. Sell What You Made. Keep Good Records.

	A	B	C	D	E	F	G	H	I
2	<b>Description</b>	<b>Quantity</b>	<b>Arrangements Completed</b>						
3	\$30 Baskets	24							
4	\$40 Baskets	30							
5	\$50 Baskets	36							
6	\$35 Vases	24							
7	\$40 Vases	36							
8	\$45 Vases	12							
9	\$40 Purple Tulips T148-2A	12					We have more 6" vases than 7.25" cylinder		
10	\$40 Red Tulips T11Z104A	12							
11	\$40 Full of Love TEV24-2A	24							
12	\$40 Jumping for Joy T48-1A	18							
13	\$45 Be My Love T128-2A	18							
14	\$50 Vases	48							
15	\$60 Vases	48							
16	\$80 Vases	36							
17	\$55 Be Mine PZ 1302A Std	36							
18	\$85 Be Mine PZ 1302C PREMIUM	24							
19	\$40 Hugs and Kisses T11Z100A Std	24							
20	\$55 Hugs and Kisses T11Z100B Deluxe	24							
21	\$45 Dance w/ Me TFWEB491 Std	48							
22	\$60 Dance w/ Me TFWEB491 Deluxe	24							
23	\$75 Dance w/ Me TFWEB491 PREMIUM	12							
24	\$40 Cupid's Gift	12							
25	\$55 Cupid's Gift	24							
26	\$70 Cupid's Gift	12							
27	\$100 Grand Romance Std	24							
28	\$130 Grand Romance Deluxe	18							



## SOURCING, TIMING ARRIVAL OF PRODUCT





## STAFFING

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Delegate Repetitive Tasks To Temporary Workers. Example: Easy Dozens Vased.



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## Julia's Team of Four

- Craig's List for holiday help
- Group interview
- Pick 4 people that best suit our needs
  - Rental space and refer truck set up
  - Processing of product & shuttle service
  - Design assistants
- Train 1 team member for flower wrapping station
- Train 2 team members for design assistant help
- Train 1 team member to use swipe pad / floor sales
- On holiday, design assistants move to swipe pad / floor sales

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***STAFFING***

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***FINDING SPACE***

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## Finding Space and Staging Product

- Refrigerated trailer tips – Plastic folding tables are an easy way to shelve out trailers, make a list and keep necessities together
  - Locks, Lights, Tarps, Digital Thermometers, Gas Cans, Tape, Folding Tables etc.
  - Tip: Run trailer for 24 to 48 hours prior to placing product to dial in the correct temperature
- Set it and forget it! - Organize your cooler storage space in a way that reduces the number of times you have to touch a product
  - Clearly identify storage with signage and label products or zones. This makes it easier for seasonal help.
  - Tip: Laminate signage so that it can be re-used each holiday
  - Use prior holiday reports to determine the amount of space dedicated to each zone or day. Delivery areas vary by holiday.

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## *FINDING SPACE*



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## **ORGANIZING, STAGING THE PRODUCT**

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### **Recommended Holiday Production Prep Timeline**

#### **4 WEEKS PRIOR:**

Design Pre-Prep (based on projections)

- Foam all baskets
- Make bows
- Fill containers w/ accessories, (i.e., Christmas balls, plastic eggs, etc.)
- Open vase boxes
- Tie raffia on containers
- Pre-cut ribbon
- Pre-string mylars
- Pick items:
  - Bows
  - Fall leaves
  - Christmas balls

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## Recommended Holiday Production Prep Timeline

### 2 1/2 WEEKS PRIOR:

- Pre-green bundles
  - Do bundles of greens instead of greening vases filled with water
    - Small: 5 salal, 3 leather
    - Large: 10 salal, 4 leather
  - Save leather pieces to green baskets, cubes, any other containers that have foam
  - Best practice: apply Pixi Sparkle solution to the bundles & leftover leather pieces
  - Cover with tarp to help retain moisture

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## Recommended Holiday Production Prep Timeline

### 2 WEEKS PRIOR:

- Green & fill all containers

### 1 WEEK PRIOR:

- Friday/Saturday/Sunday prior to holiday production should begin
  - General rule is 20% of total numbers so that a variety of production items are in cooler
  - Print pictures of the item WITH product codes & label cooler shelves accordingly
  - Every arrangement gets labeled with a Small, Medium or Large sign on a pick

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## **HOLIDAY HACKS TO SLASH STRESS & BOOST PROFITS**

This timeline is a suggested guide. You can adjust any of the steps included, based on the specifics of your shop. If these major elements are covered, it will free you up for the inevitable holiday emergencies that you know are going to arise!



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## ***ORGANIZING, STAGING THE PRODUCT***

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## ***MANAGING PRE-MADES, CUSTOM AND “ODDBALL” DESIGNS***

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Assign One Experienced Team Leader & Quality Will Be Fine.



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# MANAGING PRE-MADES, CUSTOM AND "ODDBALL" DESIGNS

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**Valentine's Day Specials 2015 \$65 Minimum Floral**

**Truffles - 9 piece \$19.95**  
Orchids \$75/Blooming plants \$55/\$65

**Red Rose Dozen - \$135**  
**TG18-1** 2 dozen red \$195/3 dozen red \$295  
**Colored Rose Dozen \$115**  
**TG19-1** 2 Dozen colored \$145/3 dozen colored \$211

**Valentine's Day Special \$95/\$135 as shown**  
**TG30** - Roses, tulips, orchids and hydrangea - pink, green and lavender

**Hearts Bouquet \$85/\$125/\$195 as shown**  
**TG154** - Pink, red and green flowers presented in a vase. Flowers such as: gladiolus, lily, roses, gerbera, bells of ireland, etc.

**Be My Valentine - \$85/\$115/\$175 as shown**  
**TG171** - Loose vase of all pink, lavender and white flowers such as: gerbera, tulip, roses, orchid, hydrangea, stock etc.

**Be Mine Bouquet \$65/\$95 as shown**  
**TG31** - Dahlia, lily, ranunculus, roses and spray roses with hypericum accents

**Tiger Lily Special \$150/\$225 as shown**  
**TG32** - Red roses and pink tulips in short cylinder

**Roses on Tradd \$125/\$175/\$250 as shown**  
**TG64-1A** - Collection of roses and garden roses in memory glass bowl with English Ivy

**Clir's Splash \$85 as shown**  
**TG33** - Cube vase filled with roses, luscious hydrangea and butter yellow carnations

**Dutch Treat \$65/\$85/\$125**  
**TG2-1** - Mixed vase of lilies, hydrangea, tulips and spray roses

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16550 Store: 1 - Tiger Lily Florist Inc Sold by: Bsl Taken: 08/29/15  
Date: 08/29/2015 - Saturday Occ: Other Print: 08/29/15

Customer  
Hotel: Acct: 15475  
Gresham Type: Individual  
Street Tel:  
SC 29401 Email: bgresham@charlestownehotels.com

Special instructions  
Guest - The Har

Recipient  
Tel:

Description	Unit Total	Disc.	Total	Notes
Fresh Arrangement	\$55.00	0.00%	\$55.00	Super-ticket 4:47:14 PM

Payment:  
Total \$70.52 |

DLV: \$9.99  
SVC:  
Tax: \$5.53  
Total: \$70.52

**FA-55**

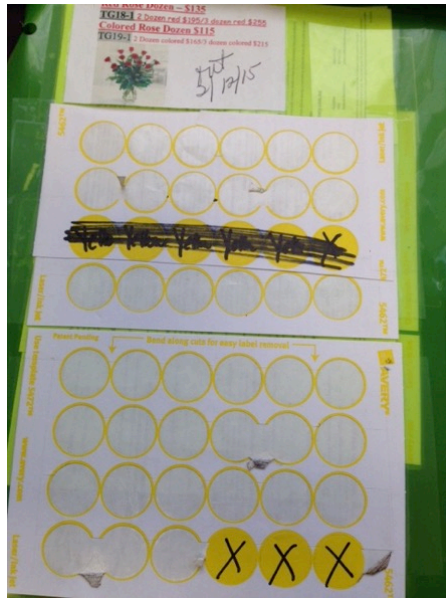
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***MANAGING PRE-MADES,  
CUSTOM AND “ODDBALL”  
DESIGNS***

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***DELIVERY***

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## ***KEEPING THE TROOPS HAPPY AND PRODUCTIVE***



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### **Keeping The Troops Productive**

- Tips to reduce the daily distractions and keep the team going:
  - Feed the team on critical days - This reduces time and focus away from work and is also rewarding
  - Keep the energy up – Offer up snacks or treats throughout the day to keep the team's spirits up
  - Create competition – who says work can't be fun... healthy internal competition on sales and production can help keep the team motivated
  - Lead by example – Don't be afraid to get your hands dirty. When coming down the home stretch, be sure to lead by example. Show the team that you are there with them and will be the last to leave and the first to arrive

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## **POST HOLIDAY RE-CAP**

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### **HOLIDAY HACKS TO SLASH STRESS & BOOST PROFITS**



# **THANK YOU!**

Cheryl Denham  
Arizona Family Florist



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***POST HOLIDAY RE-CAP***

