

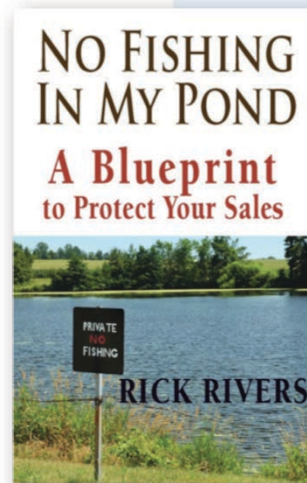
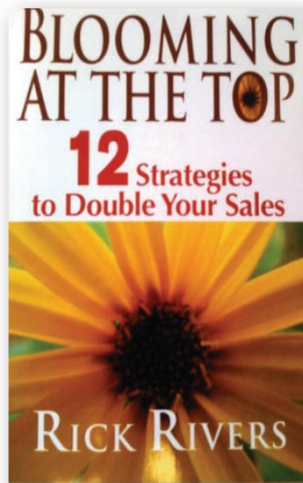


Society of American Florists

Copy That:
Fortune 500 Moves on a Small Biz Budget

Presented by Rick Rivers

The phone must ring!



 SAF AMELIA ISLAND 2015

The Phone Must Ring!



 SAF AMELIA ISLAND 2015

Can you effectively communicate...

- Who you are?
- What you sell?
- What you do?

 SAF AMELIA ISLAND 2015

Women's shoes are important!



Marketing Protects Your Pond



 SAF AMELIA ISLAND 2015

A women's shoe ?

- Price does matter
- Marketing allows you to control profits
- Advertising adds to expenses
- The phone must ring
- Social media stalker

 SAF AMELIA ISLAND 2015

Client Attraction – The Buyer

The Known

They know and use you, Pareto theory.

The Acquaintance

Have used you, but don't really know you.

The Blind

This buyer is dangerous and owes you nothing (big box loves this buyer).

The Most important Numbers

94%

13%

75%

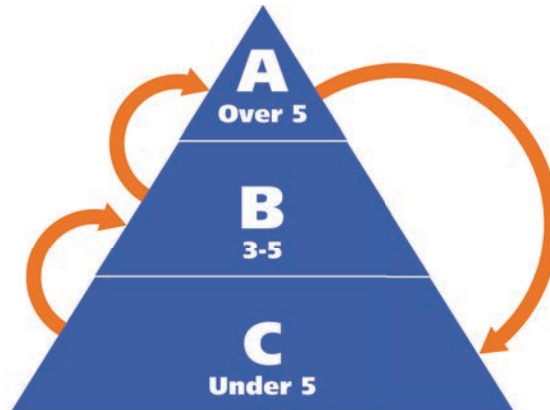
94% are ready to say yes...

- Are your prices too high?
- Do you have the skills to sell?
- Can you accept the word “no”?
- Competition, really....

Be Your Best Salesperson!

- 94% say, or are ready to say, “yes”
- Let your POS sell for you
- Sell all the time - LCV
- Personal relationship marketing
- Go from “unwelcomed pest” to “welcomed guest”

Customer Triangle



12 Campaigns Per Year

 SAF AMELIA ISLAND 2015

Your Own Outside Sales Force



 SAF AMELIA ISLAND 2015

Your Own Outside Sales Force

- Drivers must be part of your marketing plan
- Good communication with you is crucial
- Best kept secret in this industry
- Materials in hand a must, let that dog hunt
- Big box has nothing on you!

13%... Really?

- 6 % have to buy by price
- 7 % choose to buy by price
- 87% can be moved around
- You become a "sales mover"

Do your service the 13%?

- Data in system is crucial, don't ignore the 6%
- Does your website work for you?
- Can customers see the 13% difference
- Sell like McDonalds (copy them)
- Let all walk through your experience

Sell like McDonalds (copy them)



75% Customer Retention

- Prompt service - 4 hour window
- Different delivery platforms
- Explain pricing to customers
- Be an industry leader/premier shop

To Hit 75% You Must Have...

- Multi-Touch Marketing System
(26 Times per Year)!!!
- Glass ceiling and guarantee
- Aggressive marketing plan
- Never look back mentality

Plan Your Time

- Investing small amount of time over time is cumulative
- Random has no cumulative value
- Daily social networking
- Marketing must start at the curb!
- Be careful - bad advice is out there

Plan Your Time

Package 1, \$97:

- CDs that instruct on Holiday Planning, Customer Tri-angle, Move Over Big Box, Marketing to the Affluent and both of Rick's books

Package 2, \$297:

- All of the above listed, PLUS a one hour mini-makeover of your marketing and expenses for that (Only good for 3 stores)

Package 3, \$10

- Books only