



SEPTEMBER 9-12

131st ANNUAL CONVENTION

Ritz-Carlton Amelia Island | Amelia Island, Fla.



Society of American Florists



Sales Management for Wimps

with Tim Huckabee AIFSE
President, FloralStrategies



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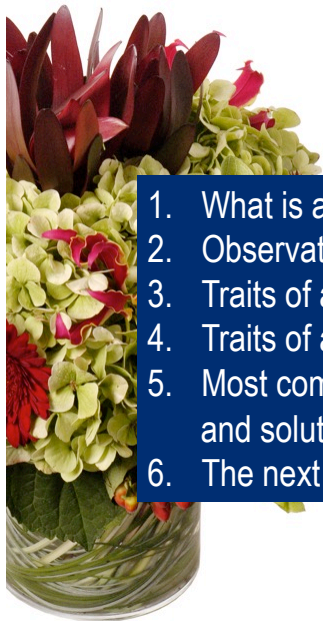


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Manage not just the sales staff but manage your entire team BETTER!

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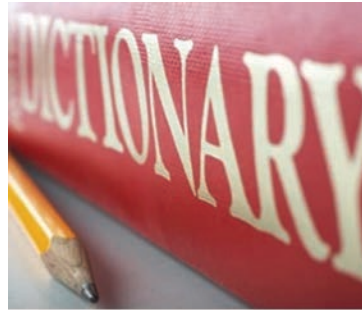
1. What is a manager?
2. Observations on management at 5000+ flower shops
3. Traits of a GOOD manager
4. Traits of a BAD manager
5. Most common flower shop management problems – and solutions
6. The next steps

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What is a manager?

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Noun

1. A person responsible for controlling or administering all or part of a company or similar organization: "the sales manager", "the store manager", etc.

- Earn respect
- Lead by example
- Be in charge
- Make decisions
- Take responsibility
- Be a good listener
- Be the GO-TO person for all issues





Observations on management at 5000+ shops

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But I don't want to hurt anyone's feelings!



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Traits of a GOOD MANAGER

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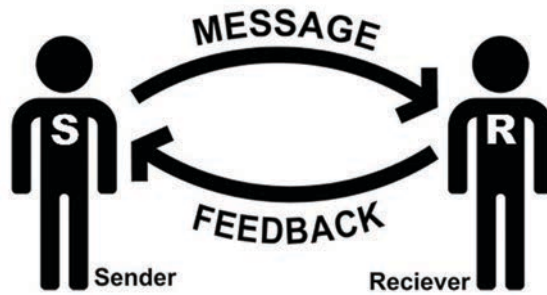
A GOOD manager provides excellent training



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A GOOD manager clearly communicates expectations (successes and non successes) but does not micromanage.



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A GOOD manager treats all employees fairly



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A GOOD manager creates an environment where employees can voice their concerns



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A GOOD manager knows how to do every (or nearly every) job in the shop and occasionally demonstrates those skills



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Traits of a BAD MANAGER

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A BAD manager micromanages



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A BAD manager is not honest with employees



LIARLIAR
PANTS ON FIRE!



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A BAD manager reprimands staff in front of others



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A BAD manager leads by bad example



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Most common flower shop management problems – and solutions

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The Primadonnas – who feel that the rules don't apply to them



Have a meeting to discuss the issue(s)

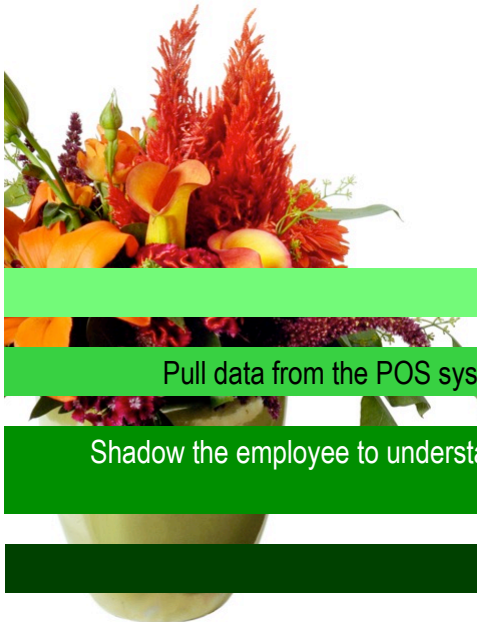
Review the company policy on the behavior or issue(s)

Set a performance improvement goal and timeline

Take corrective action



Staff who don't perform at the required/expected pace



Follow the MASTER PLAN and...

Pull data from the POS system to show store performance averages

Shadow the employee to understand how they're working and then lead by example

Take corrective action



Staff who sell from their own pocket (pre-determine what customers spend)

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Follow the MASTER PLAN and...

Pull data from the POS system to show store performance averages

Consider offering an incentive plan for upselling and selling add-ons

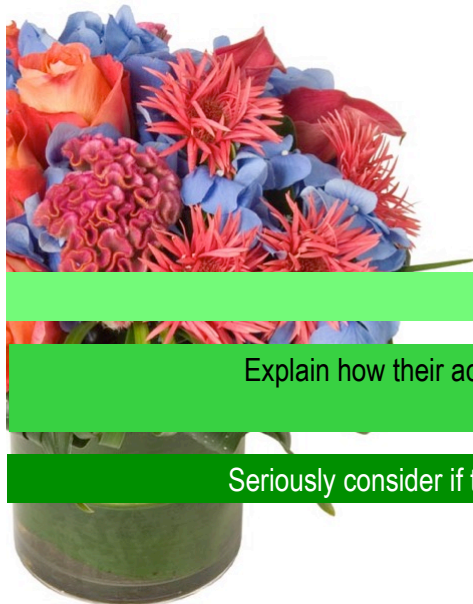
Invest in sales training!

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Excuses
are not accepted.
Get the job done

Staff who abuse time:
take too many breaks, call in sick too often, want holidays off – generally lazy



Follow the MASTER PLAN and...

Explain how their actions (or inactions) impact the morale and productivity of the store

Seriously consider if this person is the right fit for your business



The next steps

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Hire the RIGHT people



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Schedule *REGULAR* meetings



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This slide features a blue rounded rectangular text box at the top containing the text "Schedule *REGULAR* meetings". Below the text box, on the left, is a vibrant bouquet of pink, orange, and yellow roses in a clear glass vase. On the right is a 3D rendering of six orange stick figures sitting around a white conference table, engaged in a meeting. At the bottom of the slide is a blue footer bar with the text "SAF AMELIA ISLAND 2015" and a small logo on the left.

Communicate your expectations



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This slide features a blue rounded rectangular text box at the top containing the text "Communicate your expectations". Below the text box, on the left, is a bouquet of light green flowers, including carnations and hydrangeas, in a clear glass vase. On the right is a green book with the words "Employee Handbook" printed in white on its cover. At the bottom of the slide is a blue footer bar with the text "SAF AMELIA ISLAND 2015" and a small logo on the left.



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We listened and created the workshop you have been asking for!

In addition to empowering your staff to handle sympathy sales better, we'll address these topics.

- Cheap customers**
- Picky customers**
- Disappointed customers**
- 'In Lieu of Flowers'**
- Handling walk-in family orders**
- How to sell a better outgoing order**
- Selling add-ons**
(yes, there is a respectful, tasteful way to increase every order)
- AND much more!**

www.floralstrategies.com/fsw1508



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