



SAF *Amelia*
ISLAND **2015**


SEPTEMBER 9-12

131st ANNUAL CONVENTION

Ritz-Carlton Amelia Island | Amelia Island, Fla.





Society of American Florists



Test Calls Workshop

with Tim Huckabee AIFSE
President, FloralStrategies



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Give advice instead of asking questions

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THE PLAN:
Tim Huckabee AIFSE, President of **FloralStrategies**, will make typical CSI: Flower Shop-type calls to **YOUR STORES** so you and your peers can hear how customers are *really* being served. After each call we will discuss what worked and what did not. Then you will have a chance to vote on how each store handled their call. Toward the end of the workshop you will have a chance to role-play with Tim to hear the **FloralStrategies** approach for engaging customers.


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THE RULES:
 Please take notes on each call on the enclosed worksheet (so you can go back and review these points with your staff). After each call you will be asked to raise your GREEN, YELLOW or RED piece of paper to vote on how you thought the customer was served and the shop was represented.


Green indicates 'good job – how a professional should sound!'
Yellow indicates 'mediocre – acceptable but could have been better'
Red indicates 'poor job – needs retraining!'

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- ☐ staff identified herself or himself
- ☐ qualified me as new or repeat customer
- ☐ took card message BEFORE product
- ☐ “connected” with me
- ☐ leveraged card message to sell higher
- ☐ asked for email address
- ☐ offered an add-on
- ☐ avoided dead air
- ☐ ran credit card while still on call
- ☐ thanked me for my business



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Scenario 1: Customer's sister is turning 30 and he can't be there for the big day. He is calling from NYC!



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Scenario 2: Customer wants to thank a team of doctors for an amazing job on his wife's back surgery.



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Scenario 3: Customer wants “something nice but does not want to spend too much”



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Scenario 4: Customer is celebrating his 25th wedding anniversary.



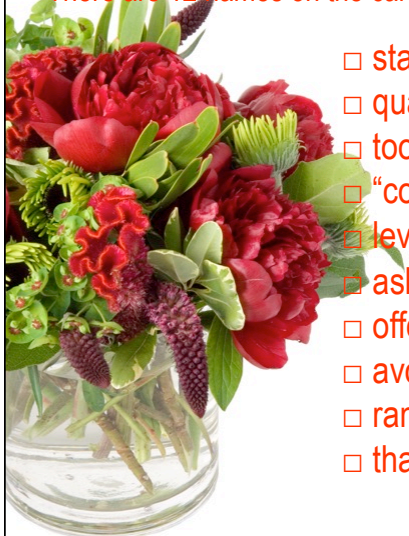
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Scenario 5 : Customer needs flowers for his cousin's funeral.

There are 12 names on the card message!



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Scenario 6 : Customer wants to send his wife "something showy" for \$50.



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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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Thank You



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