

SAF
MAUI
2016

SEPTEMBER 21-24

132ND ANNUAL CONVENTION

The Ritz-Carlton, Kapalua, Hawaii



Society of American Florists

Become a Better Sales Coach

Presented by
TIM HUCKABEE AIFSE, President of FloralStrategies





Outline for today's workshop



What's your management style?
Meetings are a must
The numbers don't lie
Setting the bar and setting goals
Incentives work
Leading by example
Celebrating success
Handling complaints better
Q and A

What's your management style?









DISCIPLINE

Meetings are a must



Agenda



1.

2.

3.

the
MINUTES



The numbers don't lie





SHMAME-I-VATION

Setting the bar and setting goals

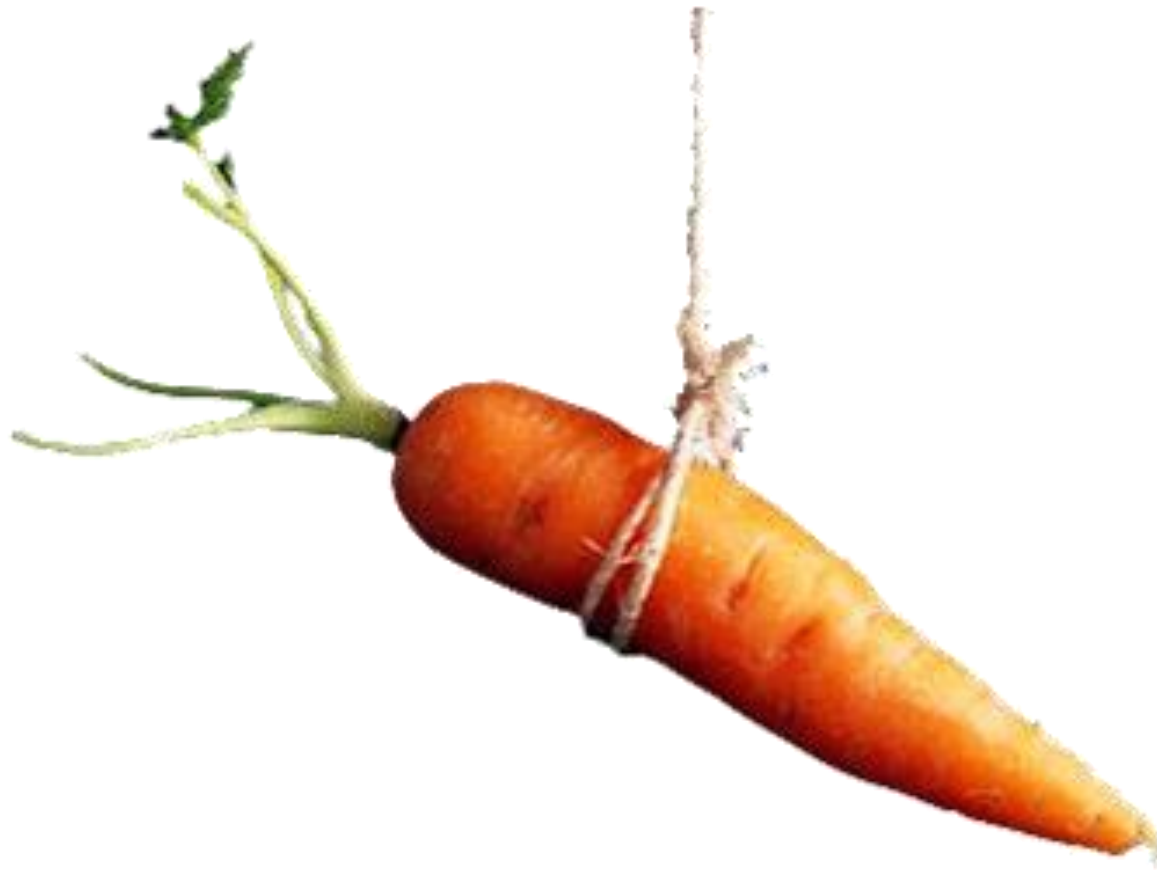








Incentives work





LESS IS ..

MORE

Leading by example

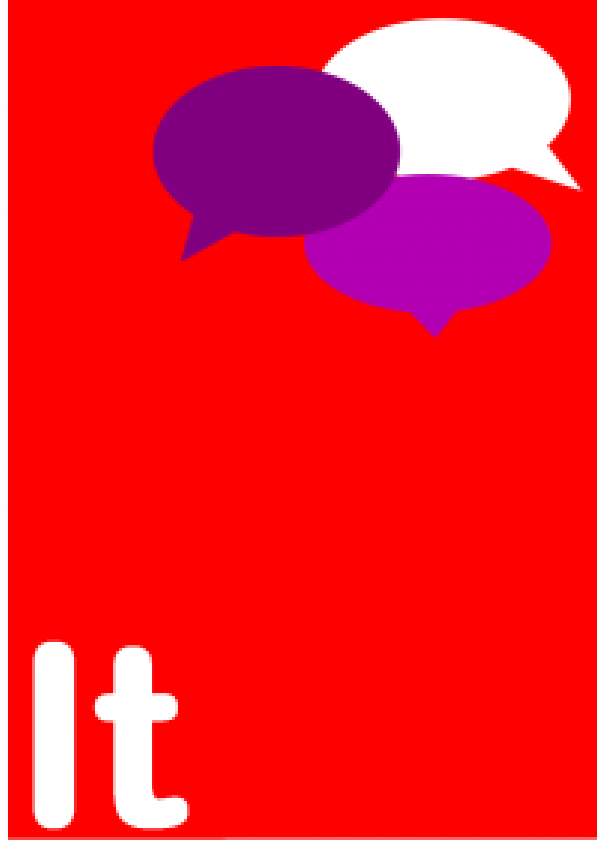




**Take
the Call**



Discuss



Celebrating success





There IS such
a thing as a



Free Lunch!



Handling complaints better











FACT Customers want to hear about NEW & DIFFERENT!

FACT Customers are prepared to spend more than you think!

FACT We need to sell flowers like food!



Training101

Forbidden Questions

Don't waste your time or the customer's time with these foolish questions!

What's the occasion?

What flowers would you like in the arrangement?

What would you like to send?

What do you want to spend?

Question 5

Question 6

The question you MUST ask every customer

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Q&A

Thank You



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