



FREE for SAF members

WebBlast

**20 minutes of intense online
learning. 10 minutes of Q&A.**

Mother's Day Strategies for Buying & Marketing

Wed., March 29 | 1:00 – 1:30 p.m. EST

Mother's Day 2017

Bill LaFever PFCI

President Bill Doran Company

Vonda LaFever AIFD CFD PFCI

Vice President TeamFloral



MEET Vonda LaFever AIFD, PFCI

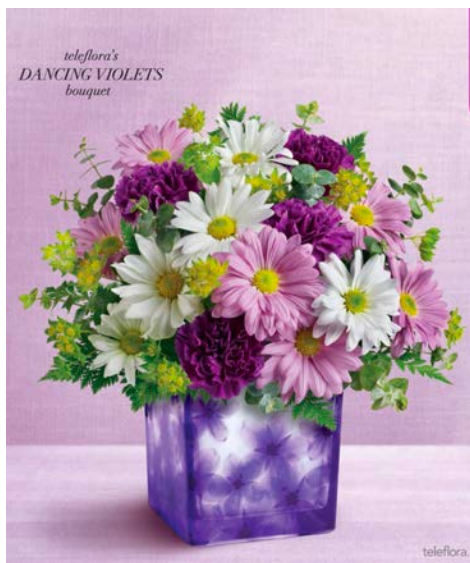
Vice President TeamFloral

Business and Financial Coach

Strategy

IDENTIFY
SALES FROM 2016
WHAT ARE YOU SELLING IN 2017?

teleflora



FTD



DELUXE



YOUR OWN Premiums!

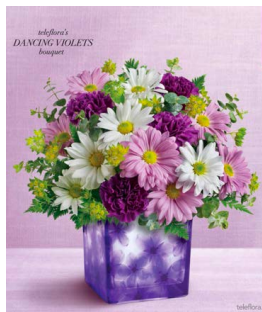
IDENTIFY!

Based on Product list / availability

Recipes you create:

Productive & Profitable





List the product

Roses: Hot pink, ivory, lavender, orange

Daisy spray mums: lavender, white

Stock: purple, lavender

Lilies: White & Pink Asiatic, Stargazer

Purple Alstroemeria

Purple Statice, Buplurem,

Etc.....





Order the Product!





Marketing

BE READY!



Get Social

Pre-Call

Post Cards

Return Address Area

Request delivery
on or before
May 5th and
we'll take
\$10 off!

Optional

Order online
and receive
\$10 off:
Use Promo
code: XXXX

"Website address here"

Mother's Day is May 8th!



\$59
as shown

TMF-671



\$119
as shown

TMF-669



\$89
as shown

TMF-661

Prices can be
customized

"Logo/Shop Name and phone number go here"

Pre-Call



Hello, my name is Vonda and I'm from ABC Flower shop. Just giving you a quick call and friendly reminder that Mother's Day is coming in a couple of weeks....

Sell Flowers



PAINT A VISUAL PICTURE

GETTING SOCIAL





MEET Bill LaFever, PFCI

President Bill Doran Company

President Elect Society of
American Florists

84 Million Moms in U.S.

**66% of Gifts
with be Flowers**

\$2.4 Billion in Floral Sales





**6 times
average
week**

**10 times
slow
weeks**

Television Advertising Mother's Day 2014

1-800 Flowers
\$7.8 million

ProFlowers
\$5.4 million



Desk Top Advertising Mother's Day 2016

1-800 Flowers

\$500k over 2 weeks

ProFlowers

**\$777,400 per day for
2 weeks**





20 flights or more per day depart from the Eldorado airport in Bogota.

A 747-400F plane can hold up to 5,200 FBE which is 115 tons of flowers

Growing Degree Days

Bogota

	2016	2017
February	289	163
March	<u>310</u>	<u>221</u>
TOTAL	599	384

Based on 50



The
Arleen
Rose



- 1. Identify your supplier**
- 2. Build the Relationship**
- 3. Pre-Book and Demand the absolute BEST**

APRIL 2, 2017

TIME

Is
Truth
Dead?

time.com

<https://blog.pathmatics.com/how-online-floral-retailers-were-advertising-for-mothers-day>

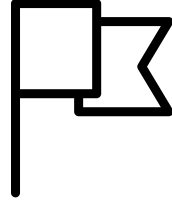
<http://blogs.wsj.com/cmo/2014/05/12/flower-power-in-advertising-spending-is-focused-on-mothers-day/>

<https://smartasset.com/insights/the-economics-of-flowers>

<http://www.aboutflowers.com/about-the-flower-industry/holiday-statistics/mothers-day.html>

<http://fortune.com/2016/05/08/mothers-day-spending/>

www.wunderground.com/history/bogota



Q & A



HOW MUCH DO YOU WANT GROWTH IN SALES?

Are you willing to **change** for the sake of
growth?
If so, TeamFloral is the right move for you.

What happens when

Stock Teleflora Website



Premium Arrangements



Merchandise Products



TeamFloral Tech



More Sales



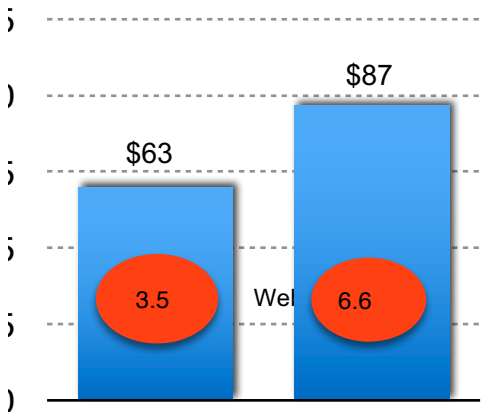
Stock

500 visits
⋮
▼ 3.5

18 sales
⋮
▼ \$63

\$1,134

Stock Vs. Web Acceleration



Web Accel

500 visits
⋮
▼ 6.6

33 sales
⋮
▼ \$87

\$2,871



Learn More!

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