



Welcome

Floral
STRATEGIES

Smart Selling, an introduction to the CORE FloralStrategies process



21

6000

**SAF 1 Day Profit Blast Conference
Conference Evaluation Form**

On a scale of 1 to 10, 1 being poor and 10 being excellent, please rate the program on each item below. Please return this survey at the end of the program.

Excellent	Very Good	Satisfactory	Fair	Poor
10 9	8 7	6 5	4 3	2 1

I've seen his program before... **3**

He was mean / rude / crass / too New York! **3**

What he teaches won't work in our shop! **3**



SAF 1 DAY PROFIT BLAST DETROIT SUNDAY, MAY 20, 2018



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SUNDAY, MAY 20, 2018

For Example:



How much are your funeral sprays?



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For Example:

Will that be nice?



For Example:

Can I get something showy for \$75?





CORE training 1

SuperiorService
before, during and after the sale

 **POWER statement**

- **Meet Your Trainer**
Let's play a round of Wenchüd
Mantras
Cartoon 1
Cartoon 2
Forbidden Questions
- **New Selling**
Sell by Size
Finishing Touches
Let's play a round of Wutchüd
- **BREAK!**
- **New Speaking**
Lexicon
Let's play a round of Howchüd
Badjectives
- **Pulling It All Together**
Software Flow Chart
Self-Monitoring Form
- **Additional Tools**
Web Selling
Frankenorders
Roses
Funerals
Fruit Baskets
Power Statement Recap





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CORE training

Wenchüd 2

Let's discuss **WHEN SHOULD** you...

1. Ask for a customer's budget? Answer: _____ Why: _____	9. Offer to refund an order? Answer: _____ Why: _____
2. Mention the names of flowers? Answer: _____ Why: _____	10. Sell according to the customer's age? Answer: _____ Why: _____
3. Direct a customer to your website? Answer: _____ Why: _____	11. NOT take a recipient's phone number? Answer: _____ Why: _____
4. Start at the lowest price? Answer: _____ Why: _____	12. Ask for the recipient's favorite flower? Answer: _____ Why: _____
5. Talk about delivery charges? Answer: _____ Why: _____	13. Apologize to a customer upset about prices? Answer: _____ Why: _____
6. Promise a customer that you'll "Do your best"? Answer: _____ Why: _____	14. Promise a customer that the flowers will, "Look nice." Answer: _____ Why: _____
7. Offer an add-on? Answer: _____ Why: _____	15. Send out an order signed Anonymous? Answer: _____ Why: _____
8. Tell a customer to call back? Answer: _____ Why: _____	





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Sales Mantras 3

man-tra
a word or sound repeated to aid concentration and focus

Mantra 1 Ask fewer questions, give more advice

Mantra 2 Don't be afraid to hear "NO"

Mantra 3

Mantra 4

Mantra 5




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The Recurring Sales Pattern 4



**YOU HEARD,
BUT DID YOU
LISTEN?**

Fact! Most customers don't know what they want

Fact! Customers already perceive you as the expert

Fact! Customers will buy what you guide them to buy



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Sell Flowers Like Food! 5



"What will change my life?"



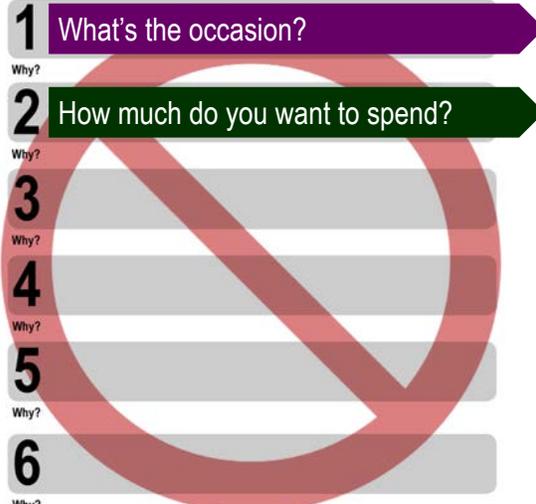
Fact! Customers want to hear about NEW & DIFFERENT
Fact! Customers are prepared to spend more than you think
Fact! Give better descriptions with the price at the end

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Forbidden Questions 6
Don't waste time with these useless questions!



- 1 What's the occasion?
Why?
- 2 How much do you want to spend?
Why?
- 3
Why?
- 4
Why?
- 5
Why?
- 6
Why?

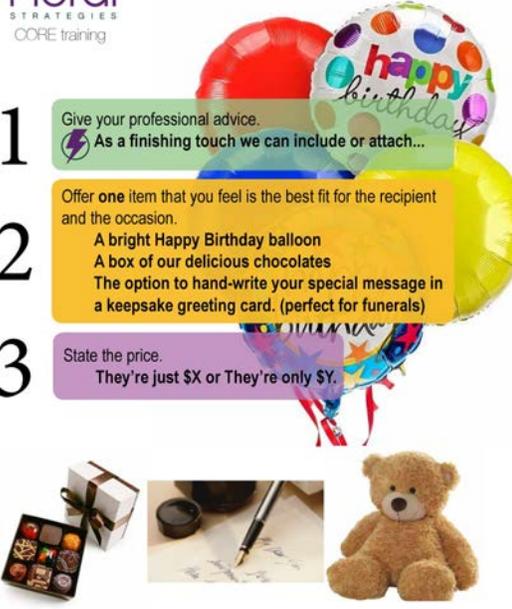


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Offer EVERY Customer a Finishing Touch 9

- 1 Give your professional advice.
⚡ As a finishing touch we can include or attach...
- 2 Offer one item that you feel is the best fit for the recipient and the occasion.
A bright Happy Birthday balloon
A box of our delicious chocolates
The option to hand-write your special message in a keepsake greeting card. (perfect for funerals)
- 3 State the price.
They're just \$X or They're only \$Y.



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NEXT STEPS

Watch your email tomorrow for a copy of this handout to print for your team.

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See Tim to buy your **Golden Ticket** for summer training. Only available today!

