



SAF 1 DAY PROFIT BLAST PORTLAND  
SUNDAY, OCTOBER 7, 2018  
Doubletree By Hilton, Portland, OR

Special thanks to Frank Adams Wholesale Florist for sponsoring SAF's 1-Day Profit Blast in Portland.

# SVT

a NEW workshop presented by Tim Huckabee FSC




FloralStrategies training is amazing. I wish I would have had Tim at my stores 10 years ago!

Anton Engelmann, Owner  
Town & Country Gardens, Inc  
Elgin-Geneva-Bartlett-Algonquin IL






SECTION 1 Student

SECTION 2 Voyeur

SECTION 3 Teacher




For Students



1



NICE



Nice is NOT a size. Small, Medium and Large are sizes!



Is that going to be a NICE SIZE?



Nice is an opportunity to sell bigger.



Is that going to LOOK NICE?



Nice is an opportunity to give better service.







That better BE NICE. I'm going to see it.



2




Your customers spend liberally everywhere else AND they will spend more on flowers IF you let them!

YOUR shop's website proves my point, every day.



25%



3

2MP

TOO MANY QUESTIONS




Customers WANT your advice and suggestions, not your questions!



Floral STRATEGIES

Ask yourself the question first. When you already have the answer, offer your PROFESSIONAL ADVICE instead.

*Better*



Floral STRATEGIES



**✓ CRITERIA**


- Qualified caller as a NEW or REPEAT customer (confirm information on repeat customers)
- Expressed enthusiasm about taking the order
- Took card message BEFORE talking about flowers AND commented on card
- Leveraged card information to sell higher and serve better
- Offered a Finishing Touch (balloon, candy etc.)
- Captured an email address for order copy / delivery confirmation AND future marketing

Floral STRATEGIES

**1**

My sister is turning 40 next week. I am calling from New York City and can't come to celebrate her big day. I want to send her flowers at work...

**WHAT WOULD YOU SAY?**




**✓ CRITERIA**


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**2**

My parents are celebrating their 50<sup>th</sup> wedding anniversary next week and I can't be there. They're having a party and I want to send flowers...

**WHAT WOULD YOU SAY?**





**✓ CRITERIA**

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- Expressed enthusiasm about taking the order
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**3** My cousin died unexpectedly yesterday. We grew up like brothers but I can't come to the funeral because I am out of the country. I need flowers...

**WHAT WOULD YOU SAY?**



IN A PERFECT WORLD



**✓ CRITERIA**

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Teacher



← OLD WAY

→ NEW WAY



**1**

Floral STRATEGIES

Meetings help you to manage your team and grow sales

Set up a schedule for the rest of 2018 and 2019, NOW

Discuss sales performance and reinforce this material!

Floral STRATEGIES

**2**

the MORE YOU PRACTICE THE BETTER YOU GET

Floral STRATEGIES

LEAD BY EXAMPLE

“PEOPLE MAY DOUBT WHAT YOU SAY, BUT THEY WILL believe WHAT YOU DO”

-LEWIS CAROL

NO MORE: How much do you want to spend?  
NO MORE: Our arrangements start at...

Floral STRATEGIES

**3**

INCENTIVE

Floral STRATEGIES

**3**

get CREATIVE

Floral STRATEGIES



**WHAT ARE MY NEXT STEPS?**

Email **PORTLAND** to [tim@floralstrategies.com](mailto:tim@floralstrategies.com) for a copy of this handout

Come talk to me at the Floristware booth to choose a date for the COMPLETE training with your staff!



**Guaranteed Increased Sales for...**

**SAF Members**

This certificate entitles the bearer to FloralStrategies training for just \$595\* vs the standard rate of \$795. Expect to earn at least an extra \$25,000 this year. Guaranteed.

**SAF** SOCIETY OF AMERICAN FLORISTS      **Floral STRATEGIES**

\* Training \$4,000 for 10 people or 100 people. To receive this special rate, call 800.963.6164 or FloralStrategies.com

*Tim Huckabee*  
**Timothy Huckabee FSC**  
 President, FloralStrategies

To redeem, see Tim Huckabee from the FloralStrategies team.

