



 **SAF** **PALM** *Springs*  **2018**

SEPTEMBER 12-15, 2018 ~ RANCHO MIRAGE, CALIFORNIA ~ 134TH ANNUAL CONVENTION

What to expect...

- ✂ New thinking on “complaints”
- ✂ How to avoid them from the start
- ✂ Who should handle them?
- ✂ 5 steps for handling disappointed customers
- ✂ 5 most common complaints
- ✂ Handling complaints thru Social Media
- ✂ Conversation

NEW THINKING...

It's not a complaint...

It's an INCOMPLETE order.

**When a customer calls to
“complain” it just means we're
not done serving them yet.**

Better Sales

- ✂ Offering appropriate price points
- ✂ Making expert suggestions
- ✂ Offering appropriate upgrades
(online shoppers in particular)
- ✂ Suggesting Finishing Touches

Better Service

 Managing expectations

 Reframing web selections

Reach out for more
information and training:

www.floralstrategies.com

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