

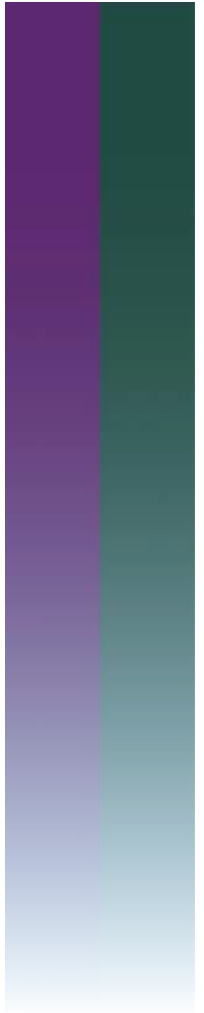
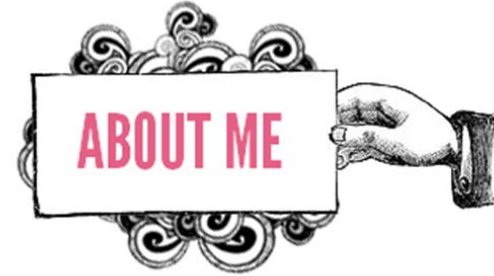


Tim's Calling with Tim Huckabee FSC and Laura Weaver CMP
January 2020
CRASH and BURN





Tim Huckabee FSC
President of FloralStrategies



ACTION PLAN



Your BETTER HOLIDAY broken into TEN sections

1. STORE
2. STAFF
3. DESIGN
4. SALES
5. SERVICE
6. WEB
7. SOCIAL MEDIA
8. DELIVERY
9. PLANNING
10. MANAGEMENT and MOTIVATION



fyi,

I called one store for this month's webinar, in the future we may listen to two or more. This is a BIG store in the Midwest

You will hear some gaps where we cut out any identifying or boring info (address etc.)

I will pause and repeat any sections that may sound fuzzy being played over my speaker. We'll send you the file tomorrow to listen to the call directly with your team and discuss it



How did she **MANAGE** the call?

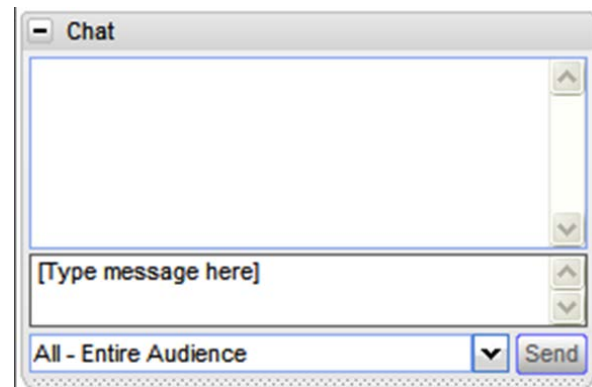
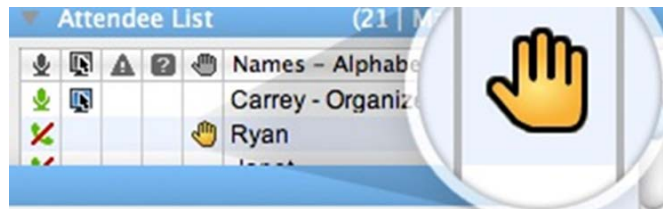
Did she make it **EASY** or **DIFFICULT** to order from them?

Did she really cater to my needs?

How would your staff have handled the call?



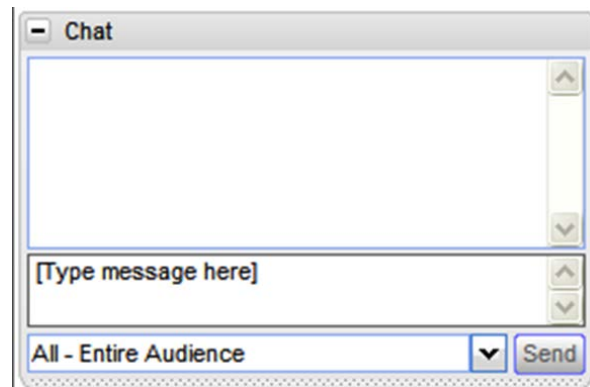
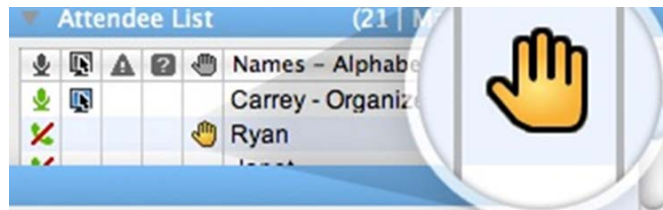
What did you hear that you liked. Why?





Not Great

What did you hear
that you didn't like.
Why?





Always take the card message before talking about flowers

Sell an open order OR what you have set to go in the cooler

Don't talk over customers, let them finish!

Don't forget to offer a Finishing Touch (aka, an add-on)

Date and Time

This webinar meets 12 times.

Mon, Jan 13, 2020 3:30 PM - 4:00 PM EST

Tue, Feb 18, 2020 3:30 PM - 4:00 PM EST

Wed, Mar 18, 2020 3:30 PM - 4:00 PM EDT

Thu, Apr 16, 2020 3:30 PM - 4:00 PM EDT

Wed, May 13, 2020 3:30 PM - 4:00 PM EDT

Wed, Jun 17, 2020 3:30 PM - 4:00 PM EDT

Thu, Jul 16, 2020 3:30 PM - 4:00 PM EDT

Tue, Aug 18, 2020 3:30 PM - 4:00 PM EDT

Tue, Sep 22, 2020 3:30 PM - 4:00 PM EDT

Wed, Oct 14, 2020 3:30 PM - 4:00 PM EDT

Wed, Nov 18, 2020 3:30 PM - 4:00 PM EST

Wed, Dec 9, 2020 3:30 PM - 4:00 PM EST



WHAT ARE MY NEXT STEPS?



Email to
tim@floralstrategies.com with any questions
or comments.

Visit www.SAFNOW.org to see our line up of regional
shows and the annual convention. Come meet me and
we'll call your shop!

Join us tomorrow for Valentine Boot Camp
LIVE...

Live Webinar

Tuesday, January 14

2 to 3 pm EST and 730 to 830pm EST

Ask questions! Share feedback! Join the conversation!
PLUS, the session will be recorded and you'll receive a permanent copy of the recording



Shops of all sizes will benefit from this dynamic workshop loaded with ideas, tips and tricks gathered from the world's best flower shops.

PLUS live coaching with Tim Huckabee to make holiday selling easier.

PLUS a live demonstration of new Valentine design ideas with Steven Santos AIFD

The **THREE** easy steps every shop should take to optimize your store, staff and website for a smoother, more efficient holiday.

A week-by-week **ACTION PLAN** from Jan 14 through Feb 13 (covering it all from buying and staffing to promotion and motivating your team)

BEST ANSWERS for customer comments, "Why are your roses so high?" "Why can't I get morning delivery?" and, "I'm on your website..." and many more!

Our **CLEVER** phone trick get tons of pre-orders, starting today!

EASY ways to turn all those holiday shoppers into steady year-round customers

PROFESSIONAL advice on merchandising to maximize walk-in sales

SMART ways to offer customers Valentine bundles, for **BIGGER SALES**

REVIEW of delivery fees, you can be charging more!

HOLIDAY HOTLINE: call Tim and our team directly for on the spot help or advice

BONUS: A \$200 credit towards any of our programs from the famous Floral Confidence Workshop to on-site DesignStrategies training with Stephen Santos AIFD

SUPER BONUS: The first 50 shops in the USA to register will get a **FREE** box of Valentine flowers, shipped directly from the farm to your door, worth over \$500 retail!



AND finally, a word from Laura Weaver of SAF





The End