



SAF ORLANDO 2022

137TH CONVENTION | SEPTEMBER 6-8 | HILTON ORLANDO | ORLANDO, FL

WORLD CLASS BUSINESS TRAINING, CONNECTIONS AND INSPIRATION.

**GAINING AND MAINTAINING WEDDING CLIENTS
CLIENT BEHAVIOR TRENDS IN OUR
EVER-CHANGING INDUSTRY**

with Zoë Gallina, AAF

OUR/MY STORY

- FAMILY BUSINESS SINCE 1989
- SINCE 2008, STRICTLY SPECIAL EVENTS
- 16 YEARS IN THE BUSINESS
- ON AVERAGE 70 WEDDINGS PER YEAR
- (8) FULL-TIME STAFF MEMBERS
- (7) PART-TIME STAFF MEMBERS
- (4-6) FREELANCER DESIGNERS



- IDENTIFYING YOUR CLIENT
- IDENTIFYING THE CLIENT **YOU** WANT
- BUILD THE BUSINESS **YOU** WANT
- KNOW THE NUMBERS
- SET A MINIMUM
- TALK BUDGET
- IT'S OK TO SAY NO
- SUPPLY CHAIN CONVERSATIONS
- SET YOURSELF APART



WHAT PERCENTAGE OF YOUR BUSINESS IS WEDDINGS?

0-25%

26-49%

50-74%

75-100%



IDENTIFY YOUR CLIENT

GET AS SPECIFIC AS YOU WANT

WHAT IS THEIR PERSONALITY?

INSPIRED VS. CREATIVE FREEDOM?

SPECIFIC DESIGN STYLE?

ITEMS BEING REQUESTED?



MY CLIENT

*BUBBLY, EXCITED, TRUSTING, APPRECIATIVE, KIND

25-35 YEARS OLD

AFFLUENT FAMILY

70% INSPIRED

30% COMPLETELY TRUSTING

DRAWN TO A MORE ROMANTIC, CLASSIC DESIGN STYLE

OPEN TO A ROMANTIC DESIGN STYLE WITH A TWIST

30% STRICTLY FLORAL - 70% "ONE STOP SHOP"

WHAT CLIENT DO YOU WANT?

*BUBBLY, EXCITED, TRUSTING, APPRECIATIVE, KIND

25-35 YEARS OLD

AFFLUENT FAMILY

→ 30% INSPIRED

70% COMPLETELY TRUSTING ←

→ OPEN TO ALL DESIGN STYLES TO ALLOW
FOR MORE DIVERSE CREATIVITY

10% STRICTLY FLORAL - 90% "ONE STOP SHOP" ←

**Allow the demand to empower you
to build a business you want.**

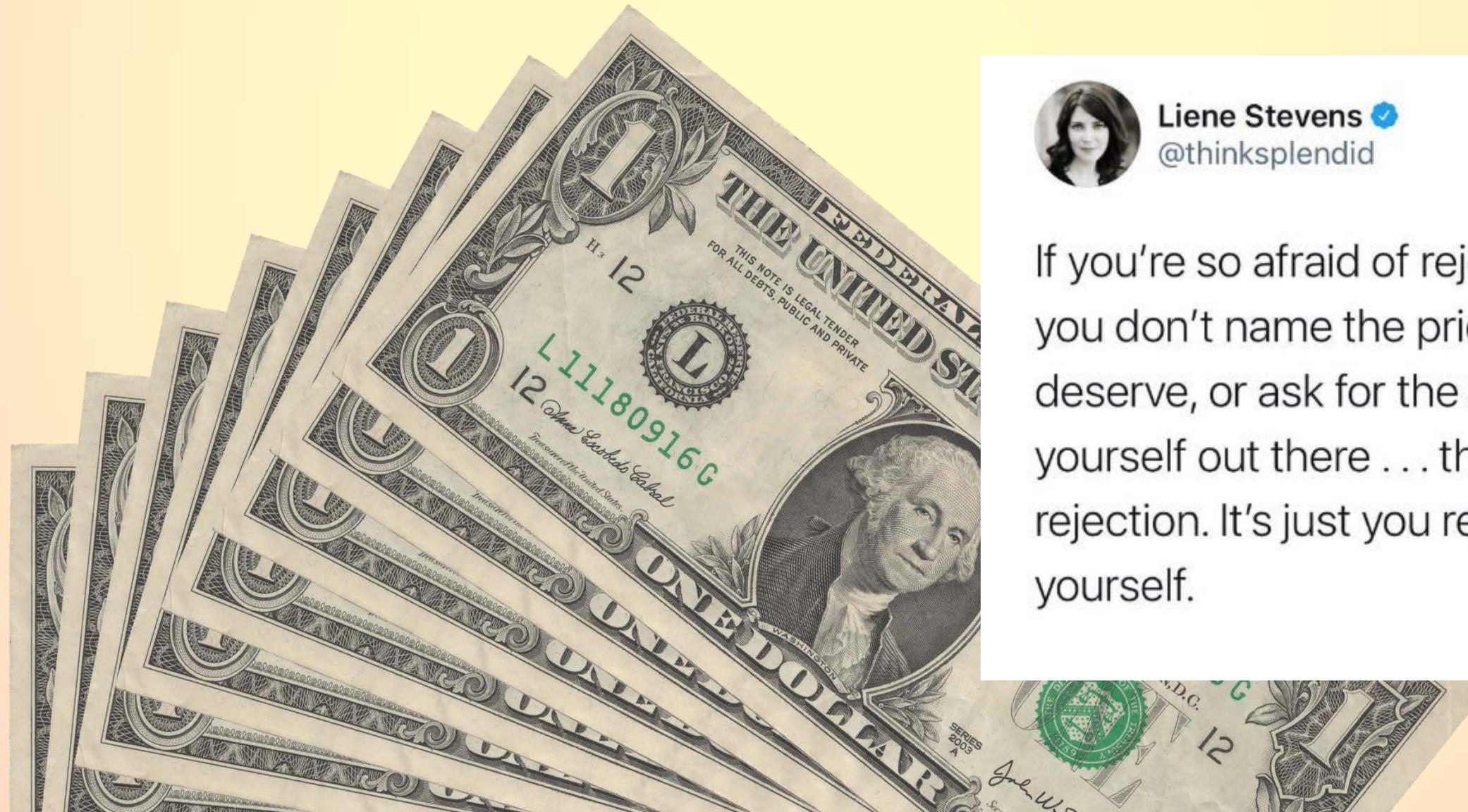
KNOW THE NUMBERS

What is the **AVERAGE** budget you work with?

What is the **LOWEST** budget spend?

What is the **HIGHEST** budget spend?

DO YOURSELF A FAVOR, CREATE A BUDGET MINIMUM



Liene Stevens 
@thinksplendid

If you're so afraid of rejection that you don't name the price you deserve, or ask for the sale, or put yourself out there . . . that's still rejection. It's just you rejecting yourself.



THE BENEFIT?

- MORE EFFICIENT INQUIRY PROCESS
- SAVE TIME FOR YOU AND THE CLIENT
- HELPS WITH PRE-QUALIFYING THE CLIENT

NORMALIZE TALKING ABOUT BUDGETS

- MAKE IT A PART OF YOUR SALES PROCESS
- INCLUDE IT ON YOUR WEBSITE
- HAVE IT IN ANY MARKETING COLLATERAL



BOOK YOUR COMPLIMENTARY CONSULTATION

NAME *

First Name

Last Name

EMAIL *

PHONE

(###) ### ####

EVENT TYPE

Wedding ▼

DATE *

MM DD YYYY

START TIME

END TIME

VENUE *

GUEST COUNT *

ANTICIPATED FLORAL & DECOR BUDGET *

*Events have a \$8,500 minimum.

- \$8,500+
- \$10,000+
- \$15,000+
- \$25,000+
- \$50,000+

GET IN TOUCH

CONTACT

email: info@botanicaflorist.com
t: 813.831.0965 | f: 813.254.6404
1715 West Cypress Street, Tampa, FL 33606

Consultation Hours

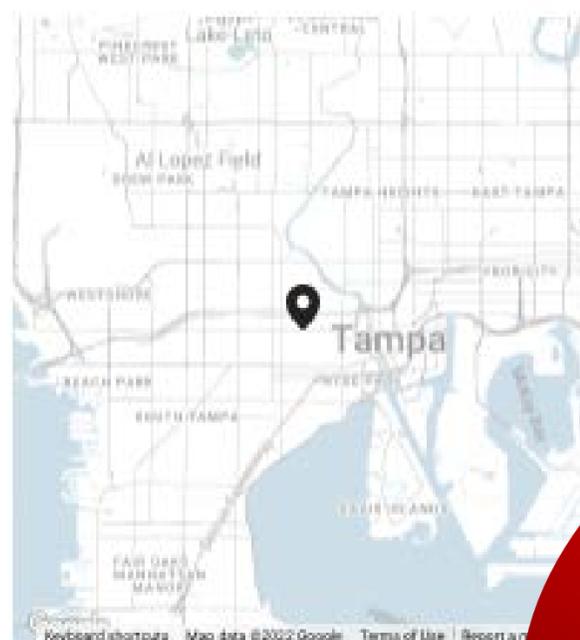
Wed & Thurs: 9:30 a.m. - 4:30 p.m.

(Due to our production schedule and in order to ensure exceptional customer service)

Studio Hours

Mon & Fri: 10 a.m. - 4 p.m.

Tues, Wed & Thurs: 10 a.m. - 5 p.m.



Tampa Studio & Consulting

1715 W. Cypress St., Tampa, Florida 33606

BOTANICA

CREATIVITY FOR ALL THINGS BEAUTIFUL

THANK YOU FOR INQUIRING!

BEFORE A MEETING IS SCHEDULED, WE REQUIRE THAT YOU HAVE THE FOLLOWING:

YOUR EVENT LOCATION(S) BOOKED

The feel of the space greatly influences our creative vision. When creating the vision, our proposed designs are based upon the table configurations within the venue.

IF HOSTING A WEDDING, YOU + YOUR ATTENDANTS ATTIRE OFFICIALLY SELECTED

Even if you have a vision, sometimes the attire can dictate the color palette for your event. Sometimes our clients think they have direction in mind, but once they start shopping for the attire it changes. We want to make sure our design is spot on from the start!

A GENERAL IDEA OF BUDGET

Please note that our events have a minimum expenditure of \$8,500. With guest counts of 200 guests or more our minimum expenditure is \$15,000. We offer this as an estimated starting point, as this is where we will be coming in with the main design elements included. This will, of course, be altered based on your own personal needs and desires.



TALKING ABOUT BUDGETS WILL SAVE TIME, ENERGY AND MONEY.

"I SEE YOU DIDN'T DETAIL A BUDGET, IS THERE A SPECIFIC NUMBER YOU ARE COMFORTABLE WITH THAT WE SHOULD KEEP IN MIND WHEN DISCUSSING THE DESIGN OF YOUR WEDDING?"



**"I HAVE NO IDEA WHAT FLOWERS COST?
SO I DON'T KNOW MY BUDGET"**

**"NOT A PROBLEM, LET ME HELP GIVE YOU A
STARTING BALLPARK TO SEE IF IT'S SOMETHING
YOU'RE COMFORTABLE WITH."**

- 1. LOCATION(S)**
- 2. GUEST COUNT**
- 3. NUMBER OF BRIDAL PARTY MEMBERS**



PRIOR TO THE MEETING

"BASED OFF OF THE INFORMATION PROVIDED, AN ACCURATE ***STARTING*** BALLPARK IS \$10,000. OF COURSE, THIS CAN FLUCTUATE BASED ON YOUR NEEDS, THE DESIGN STYLE AND FULLNESS YOU'RE DRAWN TO, BUT THIS IS TO HELP GIVE YOU AN IDEA OF WHERE YOU'LL BE ***STARTING***."



DURING/AFTER THE MEETING

"I NOTICED WE DIDN'T HAVE A BUDGET ON FILE FOR YOU, DID YOU HAVE ONE IN MIND? IF NOT, BASED OFF OF OUR CONVERSATION AN ACCURATE BALLPARK OF WHERE YOUR PROPOSAL WILL COME IN IS \$15,000. IS THAT SOMETHING YOU'RE COMFORTABLE WITH?"

IT'S OK TO SAY NO



ALWAYS LISTEN TO YOUR GUT

"I have had some time to get over my really disappointed and thoroughly devastating daughter's wedding you did the flowers for"

"Because my daughter was told you were going to quit I had to bend over and take whatever you gave me."

"You all gave us nothing special and not something we even wanted. The flowers did not look integrated. It looked like a different event every place I looked. It makes me wonder if you did the flowers for a wedding you had the next day and not ours."



HAVE THE HARD CONVERSATIONS



MANAGE EXPECTATIONS

EXPLAIN THE CHALLENGES YOU ARE
STILL WORKING THROUGH

- HARD GOODS
- FLOWER VARIETIES
- RENTAL VENDOR AVAILABILITY





- **FLOREAL VARIETY SUBSTITUTIONS -
LOOK VS. SPECIFIC VARIETY**
- **"LET ME SEE WHAT IS AVAILABLE"**
- **PRE-BOOKING WHEN POSSIBLE**
- **FINALIZATION DATES AND THEIR
IMPORTANCE**

DEMAND CREATES

(GOOD AND BAD)

COMPETITION

GAIN AND MAINTAIN =

NETWORKING + PRODUCT + EXPERIENCE



USE EDUCATION AS AN OPPORTUNITY TO NETWORK





**FORGET THE
ELEVATOR PITCH.
DIG DEEPER.**

HOW DO YOU SET YOURSELF APART?

HELP ME, HELP YOU.

1. What **void** do they see in your industry?
2. What do they wish florists would do **differently**?
3. Ask if there is anything they see you doing that they **like**?
4. Do they have any specific pet peeves?
5. Is there anything specific that they see that helps a client make a **decision**?

NETWORK



NATIONAL ASSOCIATION FOR
CATERING AND EVENTS



REFLECT AND REIMAGINE



QUESTIONS?

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