

# ROLE-PLAY SCRIPTS

## Communication Skills in the Floral Industry

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### Scenario 1: Designer's Choice Complaint (Size, Color & Price Confusion)

#### Roles:

- Floral Professional
- Client (Sender)

#### Goal:

Acknowledge feelings, explain policy clearly, reframe value, and avoid refunding delivery/tax.

#### Script

##### Client:

"I'm very unhappy. My friend sent me a photo of the flowers she received and they don't look anything like what I ordered. The colors are different and the arrangement is too small. I spent \$133 — I don't feel I got my money's worth."

##### Floral Professional:

"Thank you for calling and sharing your concern — I understand why seeing a photo that doesn't match your expectation would be frustrating."

*(Pause. Calm tone.)*

##### Floral Professional:

"I want to clarify a few things so we're on the same page. You selected our Designer's Choice arrangement, which means our designers create something unique using the freshest seasonal flowers available that day."

##### Client:

"But it doesn't look like the picture she showed me."

##### Floral Professional:

"That makes sense — Designer's Choice arrangements will vary in color and flower type by

design. The value of your arrangement was based on the \$100 floral budget. The additional \$25 was delivery and \$8 was tax, which aren't part of the floral size or design."

**Client:**

"It still looks small."

**Floral Professional:**

"I hear your concern. While size can be subjective, the arrangement was created to reflect the full floral value you selected. That said, our goal is always for you to feel confident ordering from us."

**Floral Professional (redirect):**

"For future orders, if having specific colors or a fuller look is important, I'd recommend choosing a specific arrangement or calling us directly so we can guide you."

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**Debrief Prompt:**

- Where did empathy show up?
  - Where was the boundary clearly held?
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## **Scenario 2: Bride Changes Her Mind After Approving the Bouquet**

**Roles:**

- Lead Florist
- Bride
- Bridesmaid (optional)

**Goal:**

Confirm directly with the decision-maker, act quickly, and preserve calm.

### **Script**

**Bridesmaid:**

"The bride actually doesn't want any pink in her bouquet now."

**Lead Florist:**

“Thank you for letting me know. I’d like to confirm directly with the bride so we’re absolutely aligned.”

*(In bridal suite)*

**Lead Florist:**

“Hi — I just want to double-check with you directly. Earlier you approved the bouquet with blush tones, but I’m hearing now that you may want it all white and ivory. Is that correct?”

**Bride:**

“Yes, I don’t want any pink.”

**Lead Florist:**

“Not a problem. I’ll take care of that right away.”

*(No defensiveness. No contract lecture.)*

**Lead Florist (later, returning bouquet):**

“Here you go — all white and ivory. Let me know if this feels right.”

## **Scenario 3: Valentine’s Day Roses Frozen in the Car**

**Roles:**

- Customer
- Customer Service Staff

**Goal:**

Acknowledge disappointment, reference prior warning, deny refund professionally.

### **Script**

**Customer:**

“The roses I bought are dead. I want a full refund.”

**Staff:**

“I’m sorry to hear that — I know how disappointing that is, especially for a Valentine’s gift.”

**Staff:**

“When you picked them up, we discussed the extreme cold and advised that they not be left in the car. Based on the photo you sent, the damage is consistent with freezing temperatures.”

**Customer:**

“So you’re not refunding me?”

**Staff:**

“Because the flowers were healthy at pickup and we provided care instructions, we’re unable to offer a refund. However, we appreciate your business and would be happy to help you select flowers again with extra cold-weather protection.”

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**Debrief Prompt:**

- How did the staff member stay calm without apologizing for the policy?
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## Scenario 4: Excessive Cell Phone Use or Habitual Tardiness

**Roles:**

- Manager
- Employee

**Goal:**

Address pattern, not personality.

**Script****Manager:**

“I want to talk about something I’ve noticed over the past few weeks. You’ve been arriving late and using your phone frequently during shifts.”

**Employee:**

“I still get my work done.”

**Manager:**

“I appreciate that — and at the same time, being present and on time is part of what we expect here. When it happens repeatedly, it affects the team and our workflow.”

**Manager:**

“Going forward, I need you clocked in on time and your phone put away except during breaks. Let’s check back in two weeks to make sure this feels manageable.”

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## Scenario 5: Employee Posting Company Designs as Their Own

### Roles:

- Employer
- Employee

### Goal:

Clarify ownership without shaming.

### Script

#### Employer:

“I want to talk about some arrangements you’ve posted recently. The designs were created here, during your shift, using company product.”

#### Employee:

“I made them though.”

#### Employer:

“And your creativity is valued — at the same time, designs created on company time belong to the business. You’re welcome to share work with permission and proper credit.”

#### Employer:

“If you’d like to build a personal portfolio, we can talk about ways to support that outside of work hours.”

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