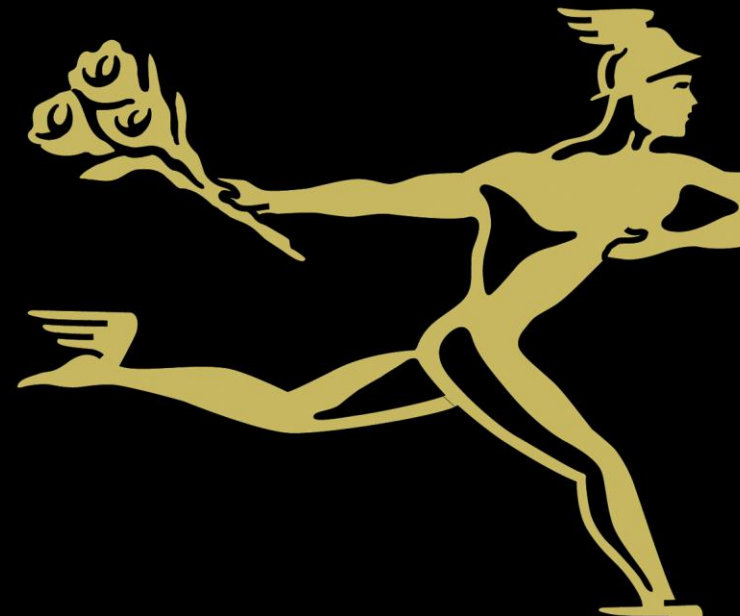


# Creating Independent Employees

Ann Jordan AIFD, AAF

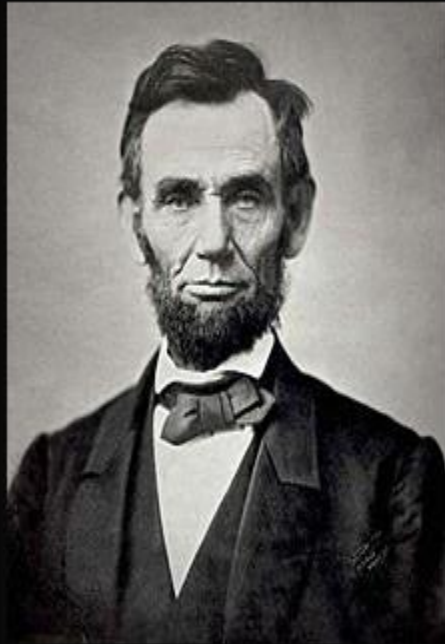
June 10, 2014





# FTD

Flowers say it better. FTD says it best.™



Things may come to those who wait, but only the  
things left by those who hustle.

(Abraham Lincoln)

[izquotes.com](http://izquotes.com)



# FTD

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## Before you Hire



[www.shutterstock.com](http://www.shutterstock.com) - 143990332

# Before you Hire

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- Know what you can afford
- What will you pay & benefits
- Full-time or part-time
- Know what positions you are hiring
  - Sales
  - Designer or Flower Arranger
  - Design Support staff
  - Delivery
  - Administrative



## Are you prepared?

***These are the things that  
create independent  
employees...***

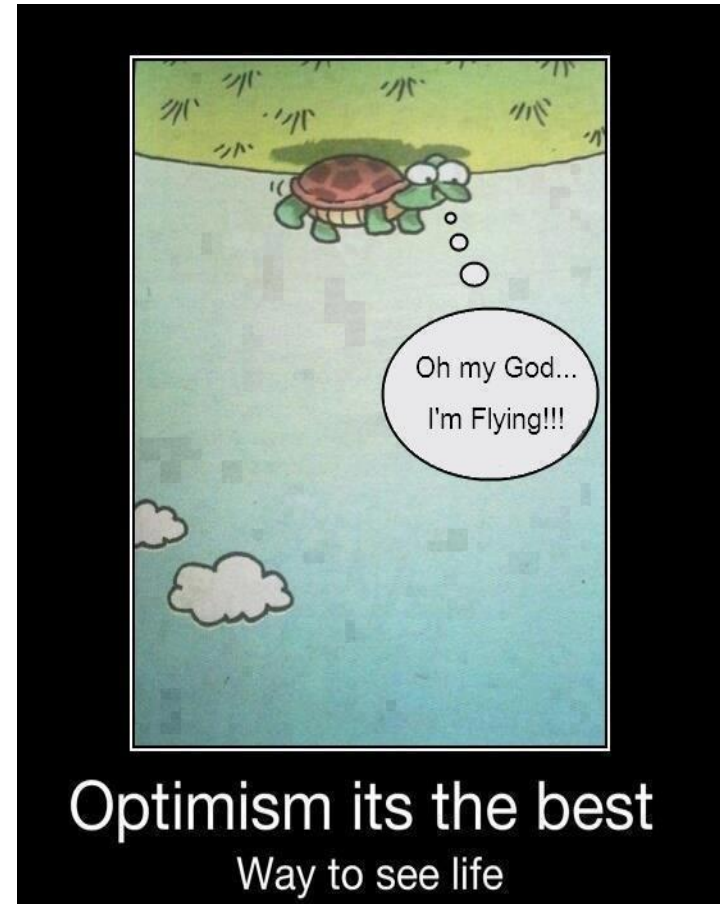
- Orientation
- Job Description
- Employee Manual
- Policies & Procedures
- Price Guide
- Annual Calendar



# Before you Hire

## How will you find the right person?

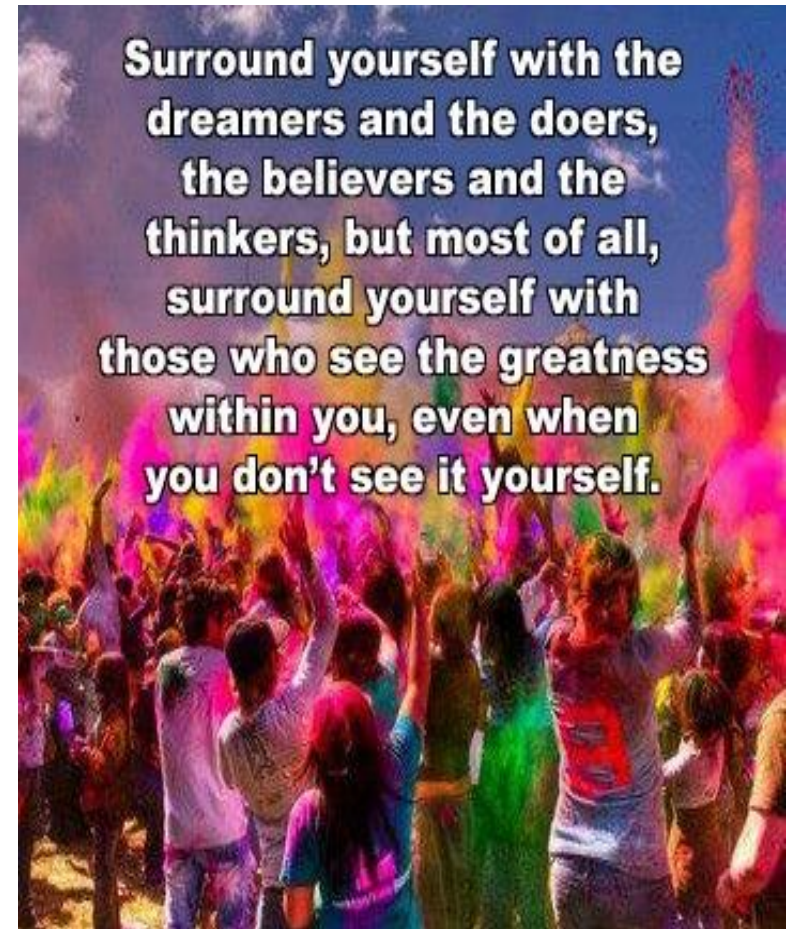
- Craigslist
- Social Media
  - LinkedIn
  - Twitter
  - Facebook
  - Instagram
- Word of Mouth
- Already a Customer
- Wholesalers
- Newsletters



# Before you Hire

Or do they see something in you before you see something in them...have you heard this...

*“ I have always wanted to work in a flower shop! It must be fun!”*





## What Do Employees Want?

*Based on an article by Susan Dunn*

- Full Appreciation for a Job Well Done
- Feeling “in” on Things
- Sympathetic Help on Personal Matters
- Job Security
- Good Wages
- Interesting Work
- Promotion, Growth Opportunities
- Personal Loyalty to Workers
- Good Working Conditions
- Tactful Discipline



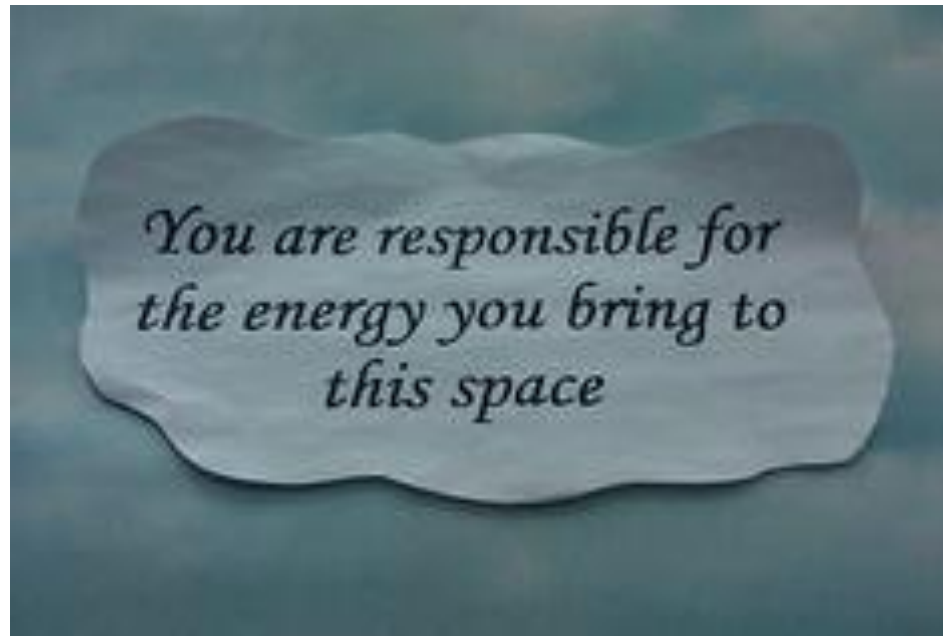




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# The Interview



## **SURROUND YOURSELF WITH**



## **THOSE ON THE SAME MISSION AS YOU**



# The Interview

---

- Be prepared
- Give all the time that is needed
- Listen more than you talk
- Ask open-ended questions
  - Do you consider yourself an independent worker?
  - What is your best customer service experience?
  - Why do you want to work here?

*Time-saving tip – Use Skype*



# The Interview

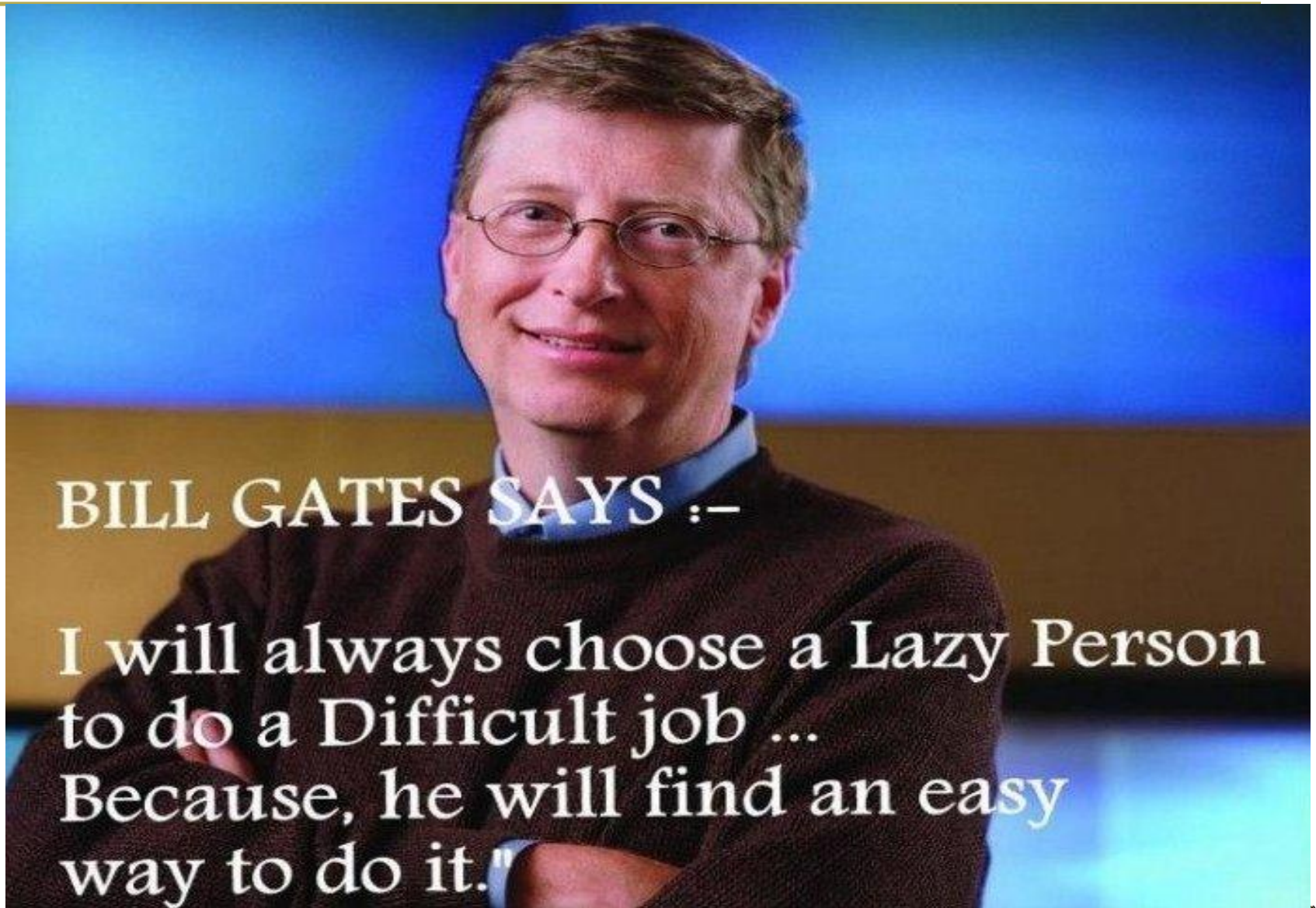
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Can you easily describe your brand, image and culture of your flower shop's environment?





# The Interview



# The Interview

---

- Never Overpromise
  - Wages
  - Ability to “move up”
  - Benefits
  - Time off

“Everyone is a genius. But if you judge a fish on its ability to climb a tree, it will live its whole life believing that it is stupid.”

*Albert Einstein*

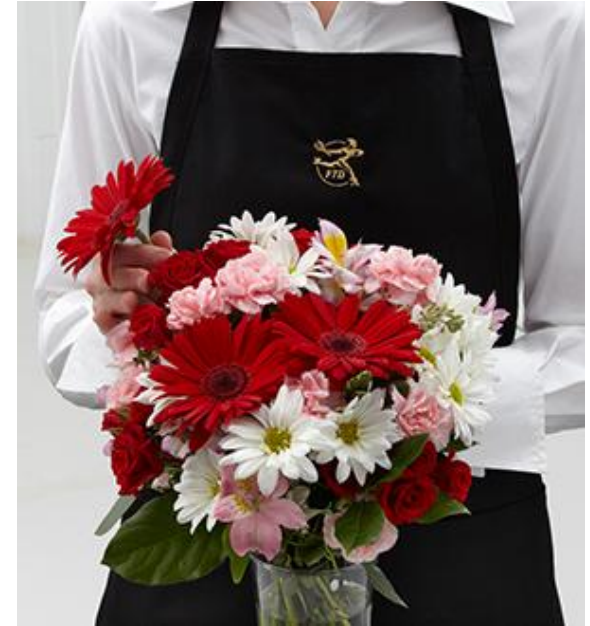


# The Interview

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## Set Clear Expectations

- Customer Service
- Selling Skills
- Designers - Speed & Productivity
- Commitment to Quality
- Team Player
- Holidays that are Mandatory
- Use of Technology & Social Media
- When to Expect Long Hours
- Understanding your Brand
- Education & Certifications





# The Interview

---

**I'VE LEARNED THAT  
PEOPLE WILL FORGET  
WHAT YOU SAID,  
PEOPLE WILL FORGET  
WHAT YOU DID, BUT  
PEOPLE WILL NEVER  
FORGET HOW YOU  
MADE THEM FEEL.**

**-Maya Angelou**

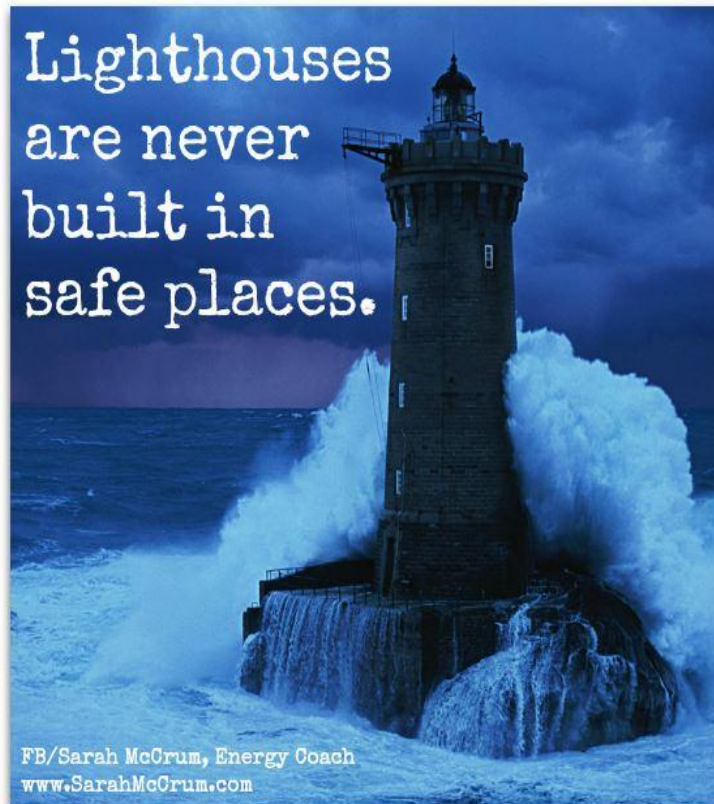




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# Boss or Leader?



65% of people  
do not quit a company,  
they quit the boss.



## Attributes of a Boss vs. a Leader



## Why Customers Leave a Business

From [Get Satisfaction](#): *The Fastest Way to Lose Customers...*

- 1% die
- 3% move away
- 5% seek alternatives
- 9% begin doing business with the competition
- 14% are dissatisfied with products and service
- 68% leave because of the treatment they receive








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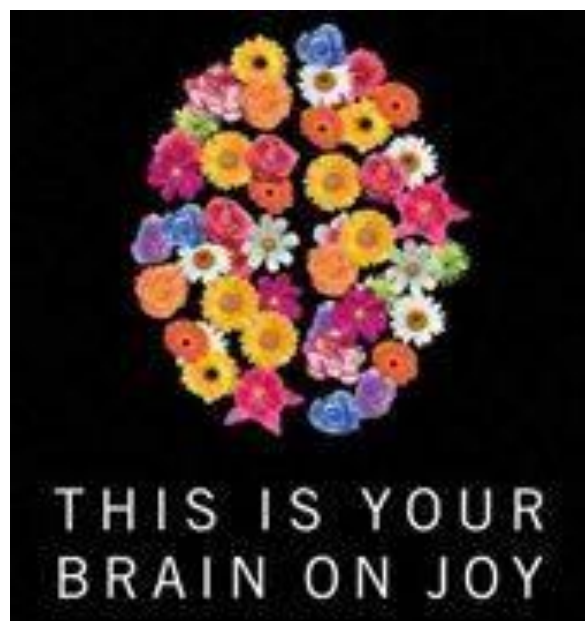
## How to be Happy at Work

A photograph of a lush, green forest scene. Sunlight filters through the dense canopy of trees, creating a misty, ethereal atmosphere. The ground is covered in green grass and small white and yellow flowers. The overall mood is peaceful and serene.

*"Pleasure in the job puts  
perfection in the work."  
– Aristotle*

# How to be Happy at Work

---



- Choose to be happy
- Make friends
- Choose work you love
- Accept challenges
- Make others smile
- Be grateful
- Avoid negativity
- Make commitments you know you can accomplish







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# Manuals, Policies and Procedures



## Orientation

- Day one
- Week one
- Week two
- One month
- 90 days
- Within the first year



# Manuals, Policies and Procedures

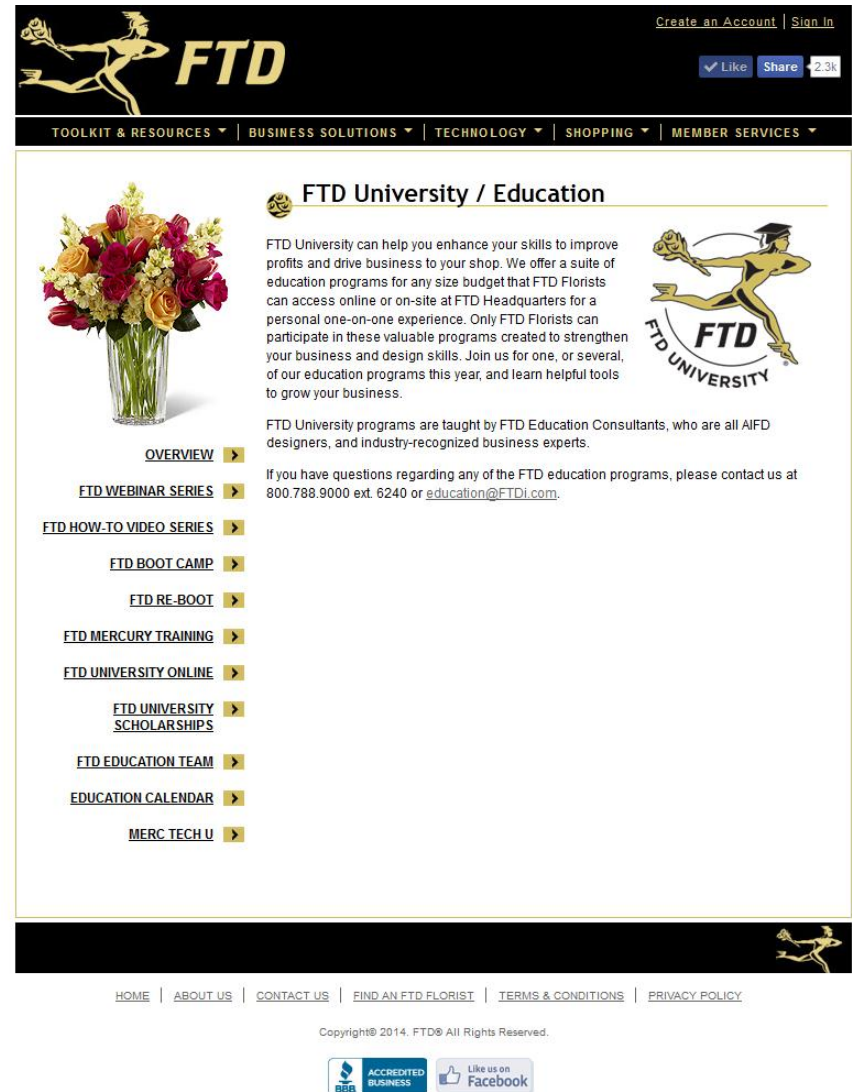
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- Job description – responsibility list
- Written clear expectations
- Who, what, where and by when
  - Sales
  - Design
  - Delivery
  - Management



## Training

- FTD University  
(FTDi.com/FTDUniversity)
- FTD University Online  
(FTDUniversity.com)



The screenshot displays the FTD University / Education page. At the top, there is a navigation bar with links for 'TOOLKIT & RESOURCES', 'BUSINESS SOLUTIONS', 'TECHNOLOGY', 'SHOPPING', and 'MEMBER SERVICES'. The main content area features a large image of a bouquet of flowers on the left. To the right of the bouquet, the text reads: 'FTD University can help you enhance your skills to improve profits and drive business to your shop. We offer a suite of education programs for any size budget that FTD Florists can access online or on-site at FTD Headquarters for a personal one-on-one experience. Only FTD Florists can participate in these valuable programs created to strengthen your business and design skills. Join us for one, or several, of our education programs this year, and learn helpful tools to grow your business.' Below this text, it states: 'FTD University programs are taught by FTD Education Consultants, who are all AIFD designers, and industry-recognized business experts.' At the bottom of the main content area, there is a contact information box: 'If you have questions regarding any of the FTD education programs, please contact us at 800.788.9000 ext. 6240 or [education@FTDi.com](mailto:education@FTDi.com).' On the left side of the page, there is a vertical list of links: 'OVERVIEW', 'FTD WEBINAR SERIES', 'FTD HOW-TO VIDEO SERIES', 'FTD BOOT CAMP', 'FTD RE-BOOT', 'FTD MERCURY TRAINING', 'FTD UNIVERSITY ONLINE', 'FTD UNIVERSITY SCHOLARSHIPS', 'FTD EDUCATION TEAM', 'EDUCATION CALENDAR', and 'MERC. TECH U'. The page footer includes a copyright notice: 'Copyright© 2014. FTD® All Rights Reserved.' and a Facebook link: 'Like us on Facebook'.



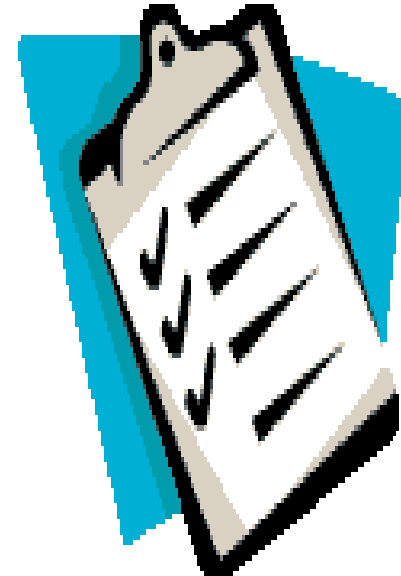
## Employee Manual

- Society of American Florists (SAF)
- Review it with your lawyer



## Policy and Procedure Manual

- Daily Flower Shop Activities
- Determines all Major Decisions & Actions
- Sets Boundaries



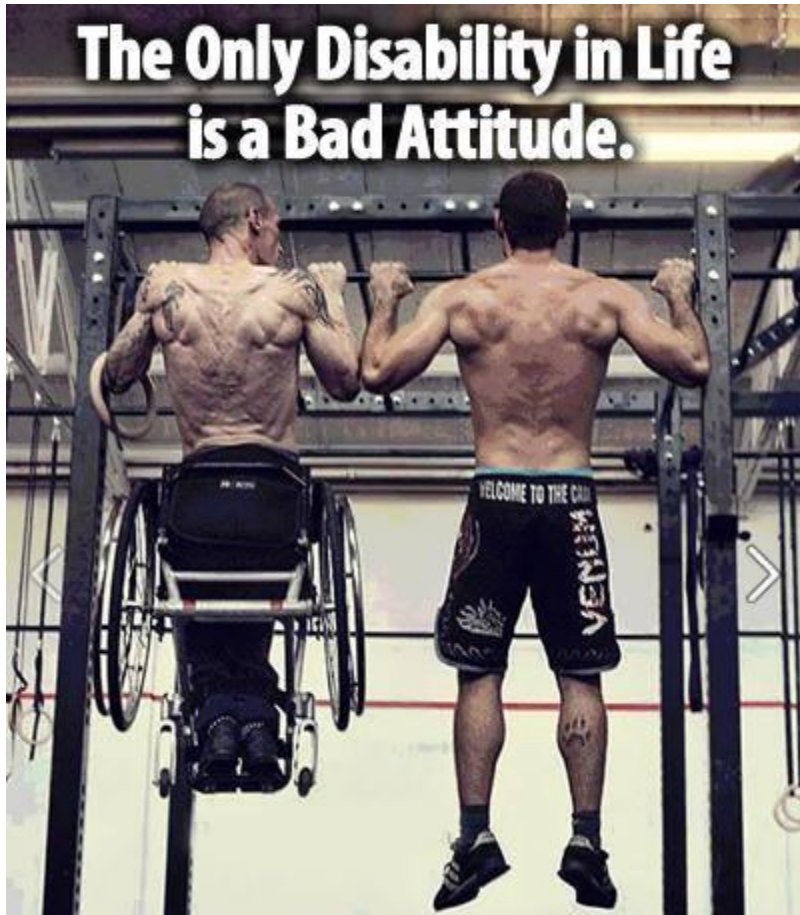
## Price Guide

- In-house specials
- Wire service fees
- Supply prices
- Plant prices
- Holiday prices
- Labor rates
- Setup charges
- Rental fees
- Markups and pricing strategies





# Creating Independent Employees



The people who will survive will be driven to do it right, all the time, for the customer, no matter what.

*Pursuit of WOW, Tom Peters*





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# Questions???

Email: [education@ftdi.com](mailto:education@ftdi.com)

Handouts are available at:

[FTDi.com/FTDUniversity/webinarmaterials.htm](http://FTDi.com/FTDUniversity/webinarmaterials.htm)

Webinar will be available to view at:

[FTDUniversity.com](http://FTDUniversity.com)