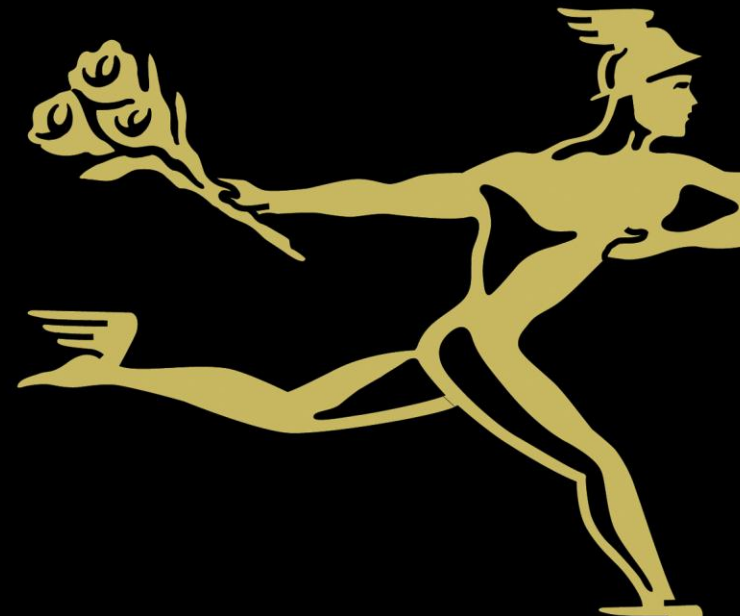


# Holiday Selling Secrets Revealed

Ann Jordan AIFD, AAF, mmfd

December 4, 2012





**FTD**

Flowers say it better. FTD says it best.™

# Effective Sales Techniques



# FTD

Flowers say it better. FTD says it best.™

*"It is not the mountain we conquer but ourselves."*

*Edmund Hillary*



[www.facebook.com/StrongIsTheNewSkinny](https://www.facebook.com/StrongIsTheNewSkinny)

## Sales Training

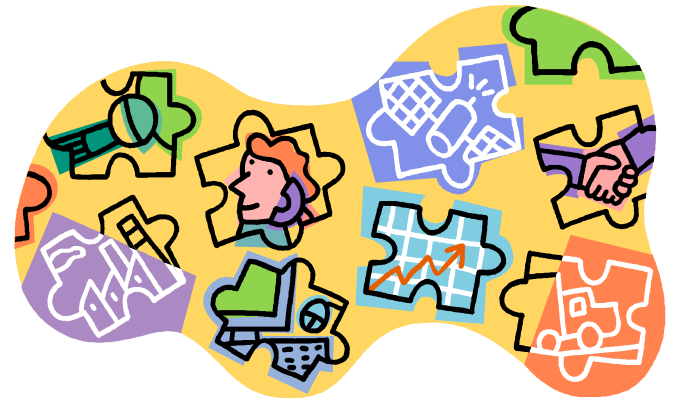
### *It's CUSTOMER SERVICE.*

- Train your staff to sell.
- Whose responsibility is this?
- Make them accountable.



## Top Attributes for Sales Staff

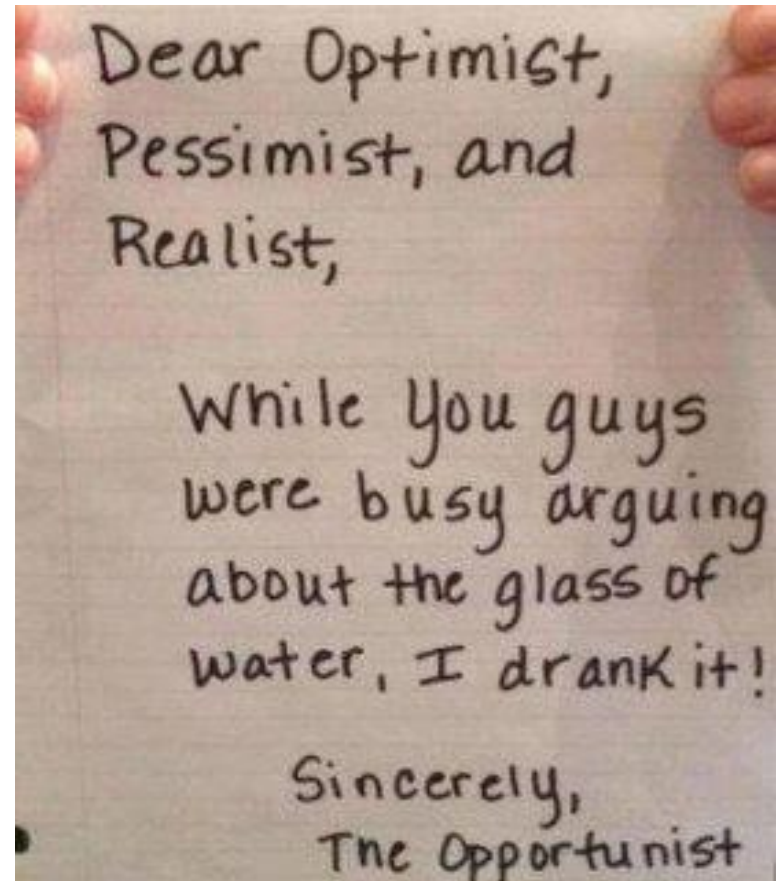
- Modest
- Conscientious
- Achievement Oriented
- Curious
- Lack of Discouragement
- Lack of Self-Consciousness



*According to Harvard Business Review*



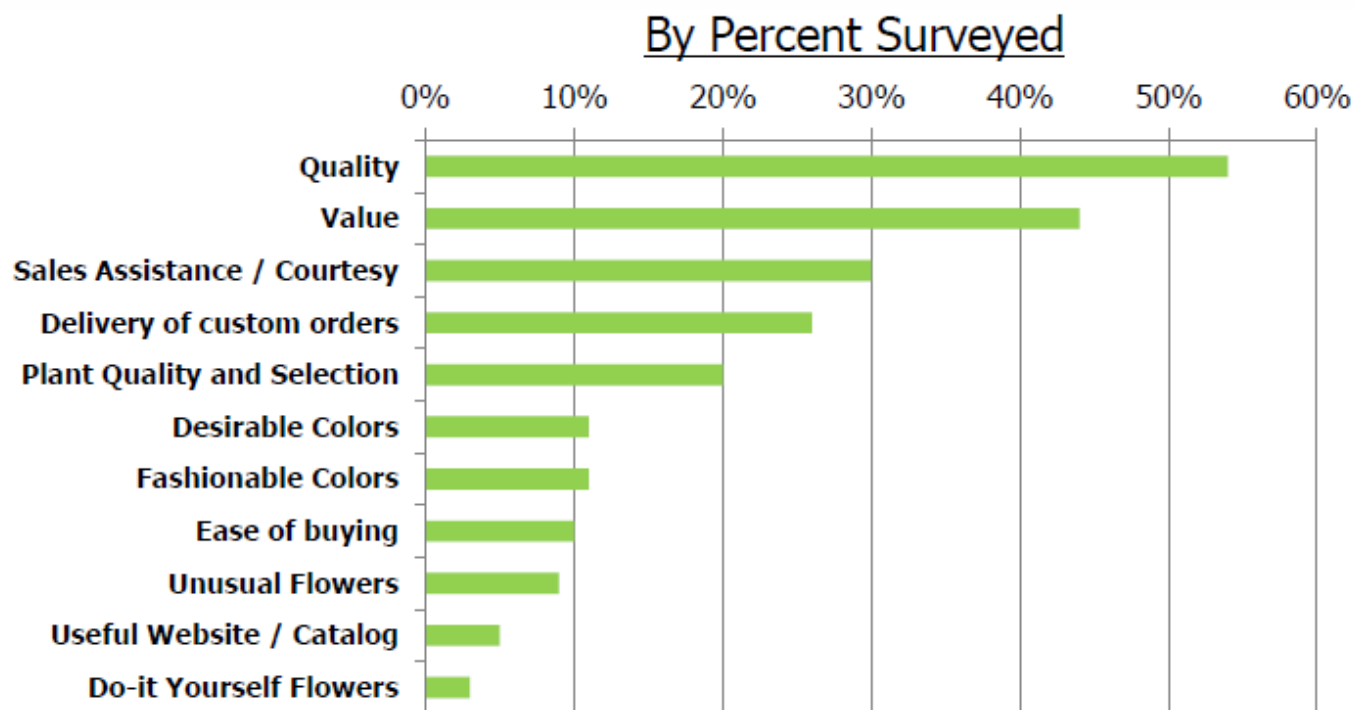
**Be who your  
company  
needs you  
to be...**





# Effective Sales Techniques

## Influencing Customer Behavior



**oasis**<sup>®</sup>  
FLORAL PRODUCTS



**Floralife**<sup>®</sup>  
The Care and Handling Experts



# Effective Sales Techniques

## Consumer Preferences for Flowers and Gifts

- ❖ Price relative to value – very sensitive (willingness to pay)
- ❖ Longevity is related to perceived quality – the greater the longevity the better the quality of the floral gift
- ❖ Unique and trendy presentations add value to the gift
- ❖ Uniqueness makes the gift more desirable and personal
- ❖ Customization also makes the gift more personal

Source AFE Research Report – University of Minnesota; Michigan State University; Texas A&M University 2010

**oasis**  
FLORAL PRODUCTS



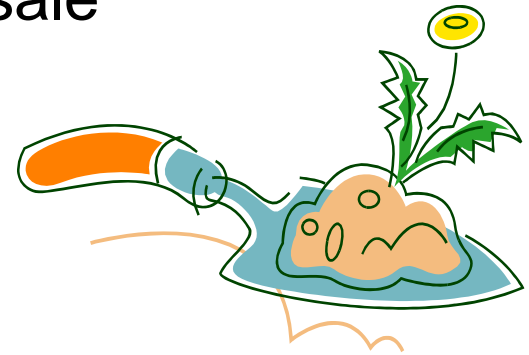
**Floralife**  
The Care and Handling Experts





## Tools for Training

- Price Guide
- Website
- Quick reference guides - resources
- List of descriptive words
- Videos of a phone sale & in-shop sale
- Menus with...
  - Name of Bouquet
  - Picture
  - Description with Colors and Size(s)
  - Product list
  - Suggested add-on that suits the design
  - Prices – listed highest to lowest



## Know this...

- People love to buy, but hate to be sold.
- Must love flowers! Believe in your product.
- Help customers make wise decisions.  
Know when an item is not right for a particular situation and mention it. People will respect your honesty.
- See all customers as a long term relationship.



# Effective Sales Techniques

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## **Know this** (continued)...

- Offer good value at a fair price at all times.
- Give exemplary customer service.
- Ask for their business.
- Think service, not sales.
- Appeal to emotions, focusing on the benefits.
- Online sales are higher in price than phone and in-shop sales.



***...customer service can be taught!***



# Effective Sales Techniques

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## Statements that must be banned from the flower shop

- How are you?
- May I help you?
- How much do you want to spend?
- Our minimum order is...
- Our arrangements start at...
- Should that include tax and delivery?
- Is that OK?



## Anatomy of a Phone Sale

- Greeting – be sure to include your name
- Use order entry system for guidance.
  - Review contact information.
  - The card message will reveal a lot of information.
  - Most important item...get their email address.
  - Average order
- Listen carefully. What hints are given?
  - Occasion
  - Group giving (i.e. “we” or “us”)
  - Feeling of guilt
  - Extreme joy, sorrow or pride
  - Milestones





## Anatomy of a Phone Sale (continued) . . .

- Give them item choices (no more than 3).
- Use best, better, good (highest to lowest).
- Suggest add-on sales.
- Validation...make them feel good about their purchase and connect.
- Know when to close.
  - Review the order and give the total of the sale.
  - Mention upcoming events or promotions.
  - Give them a reason to call back.
  - Thank them for their business.
- Make a courtesy follow up call.



## Phone Etiquette

- Answer in 3 rings or less.
- Be prepared and confident.
- Smile... it's all about attitude.
- Ask “May I put you on hold?”
- Always say thank you.



# Effective Sales Techniques



Before Text Messages  
These were the good old days



## Walk-in sales – add the following...

- Use a special or promotion to break the ice.
- Give them a reason to return for cash and carry sales.
  - Coupon
  - Punch card
  - Flyers
  - Special deals
  - Gift certificate
  - Upcoming events



## Best – Better – Good

Premium  
Luxury  
Superior

Deluxe  
Select  
Preferred

Standard  
Basic  
Simple



## Know that you are perceived as the expert.

- “I would want to receive this bouquet!”
- “I would suggest, I recommend...”
- “Our best value is...”
- “I sent a similar arrangement.”
- “My last customer was thrilled with this selection!”
- “It’s one of our most popular designs.”





## **Add-on sales – *must be part of the process***

- Every 3<sup>rd</sup> time is the average for success.
- Listen for Happy Birthday, Baby, Congratulations.
- List the add-ons by the phone & cash register with prices.
- Add appropriate add-ons with recipes.
- Track your add-ons – who is selling them?
- Offer incentives for a better outcome.



# Effective Sales Techniques

## Add-on items...

- Balloons
- Cards
- Plush
- Candy
- Candles
- Vase upgrade
- A few signature flowers



# Effective Sales Techniques

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dear stress,  
let's break up.  
j



# Effective Sales Techniques

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Use these words to describe **flowers and arrangements**:

- Longevity
- Refreshing
- Exclusive
- Hand Crafted
- Premium
- Variety
- Trend Forward
- Lovely
- Exquisite
- Glorious
- Abundant
- Whimsical
- Beautiful
- Freshness
- Bright
- Uniquely Designed
- Classic
- Design
- Charming
- Seasonal
- Artistic
- Featuring
- Finishing Touch
- Eye-Catching
- Fragrant
- Quality
- New
- Flair
- Value
- Delightful
- Impressive
- Vibrant
- Accent Flowers
- Creative
- Generous
- Clever



# Effective Sales Techniques

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## Use these words to describe your **SERVICES**:

- Personal
- Convenient
- Dependable
- Proven
- Reliable
- Trusted
- Professional
- Commitment
- Good value



# Effective Sales Techniques

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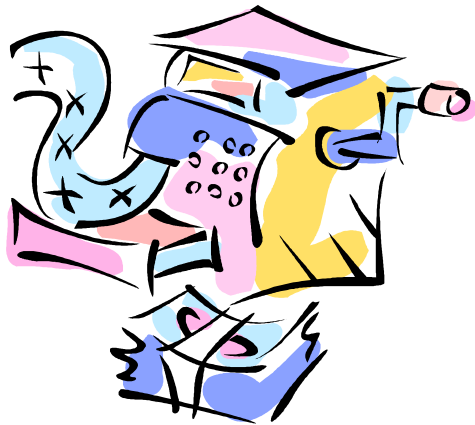
## Incentives work...

- *Cash is always King.*
- Offer cash for sales over a specific amount.
- Offer incentives on an item that you know you have the best markup on.
- Offer incentives to sell inventory that you need to move.
- Track results and keep your best sales staff selling.



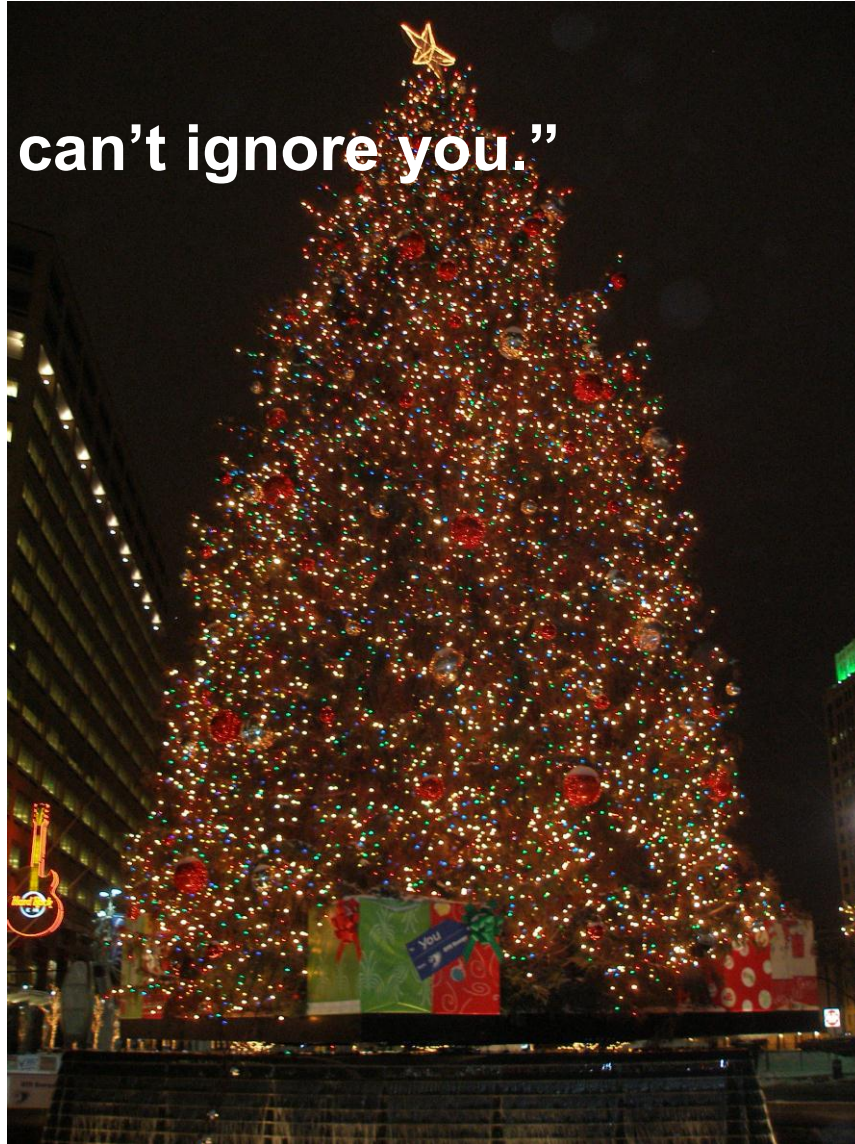
## Accountability

- Use your POS system to track increased sales per staff member.
- Give rewards for increased sales.
- No exceptions to the rule. Make the *Anatomy of a Sale* the “new normal.”



# Effective Sales Techniques

**“Be so good they can’t ignore you.”  
-Steve Martin**





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# Questions???

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

Handouts are available at:

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

Webinar will be available to view at:

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