

# MERCURY MESSENGER

MAY 2014



**NEW!**



The FTD®  
Pink Exuberance™ Bouquet  
by Better Homes and Gardens® (HG2d)

**LOOK INSIDE**  
**NEW!** Grow Your Wedding Business  
*Learn more on page 2*  
Register for Top-Rated FTD Boot Camp  
*Learn more on page 3*  
Five Steps to Secure a Superstar Staff  
*Learn more on page 6*

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**FTD**

Flowers say it better. FTD says it best.™



Tom Moeller  
Executive Vice President,  
Florist Division

## DEAR FTD FLORISTS,

As the floral holiday season comes to a close, the summer is a great time to refresh and refocus on your everyday business, as well as weddings and events in your local marketplace.

FTD continuously looks for new solutions to help **add value to your business**, and I am excited to share several opportunities available this summer, such as an entire new line of beautiful everyday containers and new partnerships with leading brands like David's Bridal. Plus, we have a variety of education courses scheduled during the off-season to help you revitalize your skills and establish a winning team.

### New! Drive Everyday Business with Vibrant Collection

FTD is pleased to release the new, fun-filled FTD® Color Confection™ Collection to help you grow your everyday business. Charm your customers with this exclusive collection of candy-hued containers that give a powerful punch of color featuring flowers that you use daily in your shop.

### New! Elevate Your Bridal Business

FTD is excited to announce its new partnership with David's Bridal, "the most trafficked wedding website in the industry," and Wedding.com, "the fastest growing wedding website online" to help you **grow your bridal business**. The FTD Wedding Program puts you in front of brides searching for flowers, right where they are looking most — online. Now, appear in three industry-leading platforms for significantly less than it would cost to join the programs on your own.

### Boost Your Bottom Line with FTD University

FTD University has a variety of valuable programs scheduled between June and September to help you strengthen your business and design skills. FTD Boot Camp workshops and FREE webinars can provide new tips and ideas about **building a winning staff, improving profits and driving local business**. Register today at [FTDi.com/FTDUniversity](http://FTDi.com/FTDUniversity).

For more information about these or the many other opportunities FTD has to offer, please contact your local FTD Field Business Consultant or FTD Member Services at 800.788.9000.

Thank you for your partnership and you can trust sending your next order FTD!

Sincerely,

## GROW YOUR WEDDING BUSINESS

NEW!

The FTD Wedding Program can help you **capture your share of the two million weddings** held each year by putting your shop in front of brides searching for flowers. You can appear in three different industry-leading platforms for one low price!

Only FTD Florists can receive benefits on:

- DavidsBridal.com
- Wedding.com
- FTDWeddingFlorists.com

This exciting new program is a complete package for flower shops looking to **expand their bridal business** with a cost-effective, integrated marketing approach.



DAVID'S BRIDAL | *Wedding.com* |



Only FTD Wedding participants receive approved vendor badges from David's Bridal and Wedding.com!



FOR MORE INFORMATION,  
VISIT [FTDi.COM/ONLINEMARKETINGSERVICES](http://FTDi.com/ONLINEMARKETINGSERVICES).

## IMPROVE EVERYDAY BUSINESS WITH NEW CANDY-HUED COLLECTION

BRAND & INNOVATION



The FTD® Purple Pop™ Bouquet (CDLd)

A new, exclusive floral collection of six colorful, candy-hued bouquets is now available to FTD Florists.

**Drive everyday orders** with the new FTD® Color Confection™ Collection featuring a series of heavy, flared glass vases in delectable colors inspired by favorite candy flavors.

The whimsical containers add an extra note of sweetness and fun to any occasion.

ADDITIONAL VASE COLOR OPTIONS:



CALL FTD® MARKETPLACE™ AT 800.767.4000  
TO PLACE YOUR ORDER TODAY.



You can trust sending your next order FTD.

## FTD SPOTLIGHT: KREMP FLORIST

**KREMP FLORIST** is the Philadelphia, PA region's largest florist. For more than 50 years, the family owned and operated establishment has been committed to the satisfaction of its customers, attending events and shows to reach as many customers as possible. FTD spoke with President Scott Kremp about the shop's involvement in the Philadelphia Flower Show and how they benefit from attending such a large event.

### FTD: Why do you participate in the Philadelphia Flower Show?

**SK:** Kremp Florist has been a part of this show for over 40 years. It draws about 250,000 attendees and gives us great exposure. It also falls between Valentine's Day and Easter when flower prices are low. We are involved with other activities such as bridal shows, but this is a sales event for us.

### FTD: What do you do to prepare for an industry event/show?

**SK:** Each year, our team identifies areas in which we can improve compared to the previous year. Our goal year after year is to optimize efficiency as it relates to the pre-show preparations, move-in and move-out processes and daily show activities.

### FTD: What do you promote at your booth for the show?

**SK:** Kremp Florist sells loose flowers and branches for visitors to purchase and take home to enjoy. Kremp family members are at the show at all times interacting with existing customers while promoting our everyday business to new customers.

### FTD: What does your business gain from attending the Philadelphia Flower Show?

**SK:** Kremp Florist gains new customers by exhibiting at the show. Attendees can take flowers home at a very low price and experience the feelings that they bring. Because of the high-volume inventory we bring in, we are able to offer fresh flowers that last much longer than what our customers have experienced in the past.

### FTD: How do you gather contact information from show attendees to use for your own marketing?

**SK:** We've had giveaway drawings requiring email addresses on the entries. But after a few years, people were reluctant to offer this information. We now have all the flowers wrapped in paper with our Kremp Florist branding that includes our name, logo and website. We mostly rely on capturing the information of those who contact us to place an order and re-market to that audience.

### FTD: Why would you recommend that other florists get involved in events/shows in their states or communities?

**SK:** Any special event that helps a flower shop gain new customers is good. As a marketing effort, it is important to understand the cost/benefit relationship. As a sales effort, the sales generated must cover the costs. When an event includes both efforts, such as the Philadelphia Flower Show, it is a unique opportunity.



Chad, Scott, Leslie and Drew Kremp (left to right) in front of one of the Kremp Florist booths at the Philadelphia Flower Show.

## The FTD® Advantage

Business Solutions | Path to More Orders | Leading Technology | Brand & Innovation



### REGISTER NOW FOR THE #1 RATED FTD BOOT CAMP

The three-day workshop, instructed by FTD Education Consultant Ann Jordan AIFD, offers you countless tips and ideas about how to drive local business to your shop, fine-tune your design techniques and market your business for success.

**AUGUST 4-6, 2014**

LEARN MORE AND REGISTER AT [FTDi.COM/FTDUNIVERSITY](http://FTDi.COM/FTDUNIVERSITY).

LAST  
CHANGE  
IN 2014

# INCREASE LOCAL BUSINESS WITH A COST-EFFECTIVE PR EVENT

20<sup>TH</sup> ANNIVERSARY EVENT

Join us and hundreds of FTD Florists across North America in commemorating the 20th anniversary of FTD® Good Neighbor Day® on **Wednesday, September 10**. The high-visibility, low-cost PR event can draw hundreds of potential customers directly to your flower shop. This event will help **drive local business** while spreading goodwill and the joy of flowers in your community.

WIN A CHANCE AT 1,000 FREE ROSES FOR YOUR FTD GOOD NEIGHBOR DAY EVENT!



PARTICIPATING IS EASY WITH A STEP-BY-STEP PUBLICITY KIT. VISIT [FTD.COM/GND](http://FTD.COM/GND) FOR THE PR KIT AND SWEEPSTAKES INFORMATION.

# SAVE BIG ON GARDEN ROSES FOR WEDDINGS & EVENTS

Wedding season is here and with it comes brides looking for you to create their extraordinary floral vision within a specific budget. The FTD Flower Exchange is here to help with a unique and vast selection of fresh flowers at great prices every day.

Beautiful and vibrant **40 cm garden roses** are a popular item for weddings and events.



W24-4681

ASSORTED COLORS START AS LOW AS

\$166

FOB PER STEM

ASK US HOW YOU CAN SAVE BIG WITH **STANDING ORDERS!**



CALL FTD® FLOWER EXCHANGE AT 800.767.4000 TO PLACE YOUR ORDER TODAY.

PATH TO MORE ORDERS

# DRIVE SALES WITH FALL & WINTER FAVORITES

Drive more holiday orders with the 2014 Fall and Winter Exclusives. The inspiring collection featuring warm and inviting textures coupled with elegance and grace is sure to delight this holiday season.



The FTD® You're Special™ Bouquet (14-F1d)

**CODIFICATION DEADLINE FOR THE 2014 SEPTEMBER DIRECTORY IS TUESDAY, JULY 22.**



The FTD® Holiday Celebrations® Bouquet (14-C1d)



CALL FTD® MARKETPLACE™ AT 800.767.4000 TO PLACE YOUR ORDER TODAY.

# SELECT A MASTER OR PREMIER FLORIST TO FILL YOUR NEXT ORDERS

Ensure the recipient will receive the high-quality bouquet your customer intended when you **send your next order through the Mercury Network**. Select an FTD Master Florist or FTD Premier Florist, both of which earned the special designation for consistently receiving high-quality scores. FTD Master Florists and FTD Premier Florists can be found in FTD Florist Link and the printed FTD Directory denoted with a special graphic icon.



VISIT FTD® FLORIST LINK OR THE FTD DIRECTORY TO FIND AN FTD MASTER FLORIST OR FTD PREMIER FLORIST TODAY.



## “LIKE” THE FTD FLORIST FACEBOOK PAGE!

Get the latest FTD news, events, education and exclusive Facebook promotions when you “Like” us at [facebook.com/MercuryNetwork](http://facebook.com/MercuryNetwork).

# FTD SOLUTIONS

## HOW HAS FTD HELPED YOU?

### FLORIST BENEFITS FROM AUTOMATIC SEASONAL UPDATING ON WEBSITE

J. Scott Brooks, owner of Clinton Flower Shop in Clinton, MO, has been an FTD Florists Online (FOL) subscriber since April 2009 and has gained much e-commerce success.

“While our shop has had a website for 17 years, I have seen our **traffic and conversions growing constantly** since enrolling in FTD Florists Online,” said Scott. “People young and old are shopping online more than ever. Though I always thought the majority of orders would come from out of town, I have found local consumers ordering flowers at 11:00 at night, equally as often.”

Clinton Flower Shop benefits from their FOL website during the holidays and everyday. “Having an FTD Florists Online website makes customer shopping effortless, whether it is for a birthday, sympathy or major holiday; consumers can order 24/7 at their convenience,” explained Scott. “The biggest benefit is the format as well as the **ease of navigating the website**. Other sites can be difficult when looking for a specific occasion or type of arrangement,

but **FOL updates the seasons quickly and keeps our site current.**”

Another advantage to an FOL website is that it comes with a content management tool that **makes updating your website hassle-free.** “I find it easy to update the site, whether making everyday price adjustments or removing a product

*“Bottom line, I continue to recommend an FTD Florists Online website to other florists.”*

quickly that sells out at holiday time,” stated Scott. “Plus, it is **simple to add our own custom designs** to the website.”

FTD has a dedicated FOL Support staff of online experts to service all website subscribers, even on Saturdays. “I’ve only contacted FOL Support twice since having the website, and they were very helpful,” said Scott. “FOL Support answered my questions quickly and resolved any challenges I had at the time.”



“Bottom line, I continue to recommend an FTD Florists Online website to other florists,” he declared.

**CONTACT FTD FLORISTS ONLINE AT 800.576.6721 TO LEARN HOW YOU CAN BENEFIT FROM AN FOL WEBSITE.**

## BOOST EFFICIENCY WITH THE INDUSTRY'S MOST COMPREHENSIVE POS

Simplify your business, streamline your workflow, increase sales and generate more profit — all with FTD Mercury Point of Sale (POS). The affordable and powerful POS is an easy-to-use, comprehensive shop management solution that **cuts overhead and handles day-to-day floral management tasks**, helping you concentrate on customer satisfaction.

### BENEFITS:

- Capture customer data to create future email campaigns with Mercury Marketing
- Print enclosure cards automatically with Order Entry
- Deliver arrangements on time and to the correct location with address verification and delivery routing
- Send delivery confirmations on the go with FTD Mercury Mobile

FTD Mercury POS is a powerful and easy-to-use tool that is needed in today's extremely competitive and ever-changing landscape. It addresses important florist needs so that you can truly rely on your system both today and in the future. Grow your business, customer base and revenue with FTD Mercury.



**LEADING TECHNOLOGY**

*“FTD Mercury has streamlined our business by empowering my employees to make decisions using the wide variety of information at their fingertips.”*

— Anton Englemann,  
Town & Country Gardens, Geneva, IL  
FTD Florist for 40 years

**CONTACT FTD TECHNOLOGY SALES AT 800.767.3222 FOR MORE INFORMATION OR A FREE DEMO.**

## THE FTD TEAM IS WORKING FOR YOU

### FTD Marketplace Sales

800-767-4000  
marketplacesales@FTDi.com

### FTD Flower Exchange

800-767-4000  
ftdflowerexchange@FTDi.com

### FTD Member Services

800-788-9000  
memberservices@FTDi.com

### FTD Mercury Support

888-309-2244

### FTD Technology Sales

800-767-3222  
techsales@FTDi.com

### FTD Florists Online

800-576-6721  
floristsonline@FTDi.com

### FTD Flowers All Hours

800-669-1000  
fah@FTDi.com

### FTD Cash-Flo

800-788-9000  
cashflo@FTDi.com

### FTD Directory Services

800-788-9000  
directoryservices@FTDi.com

### FTD Newsletter

prdept@FTDi.com

### FTD International Retrains

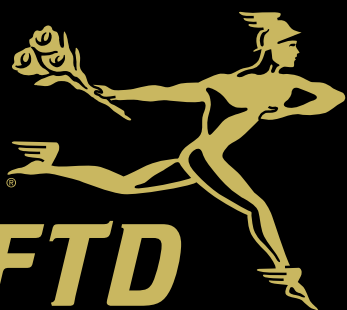
retrains@FTDi.com

### FTD Quality

800-788-9000  
quality@FTDi.com



FACEBOOK.COM/  
MERCURYNETWORK



## FIVE STEPS TO A SUPERSTAR STAFF

By: Bob and Susan Negen, WhizBangTraining.com

Creating a team of superstar employees is one of your most important jobs as a retail store owner or manager. Your employees are the people standing face-to-face with your customers, bringing money into your business.

Fortunately, developing an amazing staff is not rocket science, but it does not happen by accident. It is a step-by-step process to assemble a team of superstars.



Bob and Susan Negen

### 1 ATTRACTING AWESOME CANDIDATES

The first step to a superstar staff is to attract great people to your business and entice them to apply for your open position. Start by creating an ideal employee profile. Then write a help wanted ad that focuses on the skills, talents, qualities and characteristics of your ideal employee. You want your next superstar to be thinking, "That's me!" as they read your ad.

### 2 INTERVIEWING AND HIRING

The interview has one goal: to determine if the candidate has the qualities and characteristics of your ideal employee. Start by asking a standard set of questions so you get a chance to compare their answers. Ask additional follow-up questions based on each individual's responses. The decision to hire someone has a large effect on the success and culture of your company. Choose carefully.

### 3 TRAINING

A systematic training program is the key to getting your employees to do what you want them to do, the way you want them to do it. A training manual is the foundation and should cover everything your employee needs to know to be successful in your store. It should explain your operational policies and procedures, set your store standards, teach your staff to sell and deliver product knowledge.

### 4 COACHING AND MOTIVATING

Once they are trained, you need to tweak, fine-tune and constantly monitor the skills and performance of your superstar staff. Great coaching involves three parts:

1. Provide ongoing training
2. Reward excellent performance
3. Hold employees accountable for their performance

### 5 DISCIPLINARY ACTION PROCESS

One of the most frustrating parts of being a store owner is dealing with employees who do not follow your instructions. If you have thoroughly trained them and they still do not meet your standards, then you need to take action. It is not easy or comfortable to discipline your employees, but it is important to begin a progressive process of changing their behavior or letting them go.

The key to success is to master ALL five steps. Each step is dependent on one another. If you only perform part of this process, you are not building the team of amazing retail superstars you and your customers deserve.

Guest columnists Bob and Susan Negen own and operate WhizBangTraining.com and live in Grand Haven, MI.



## FTD WEBINAR SERIES — LEARN WITHOUT LEAVING YOUR BUSINESS

The FTD Webinar Series is a collection of **FREE** educational presentations available online to help **you increase your sales and profits**, while reducing your costs. Enhance your business skills without leaving your shop.

### CREATING INDEPENDENT EMPLOYEES

Presented by Ann Jordan AIFD  
FTD Education Consultant

Tuesday, June 10, 2014 | 5 pm EDT/2 pm PDT

Register today at [FTDi.com/FTDUniversity](http://FTDi.com/FTDUniversity).



Ann Jordan AIFD

FREE

WATCH ALL WEBINARS AT YOUR CONVENIENCE AT [FTDUNIVERSITY.COM](http://FTDUNIVERSITY.COM).  
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