



No. 5

This is the fifth in a 10-part series aimed at empowering Floral Management readers to build a foundation month by month, sale by sale, for higher sales, more confident employees and happier customers.

SUMMER SCHOOL FOR FLORISTS

> Many shops slow down after Mother’s Day as they head into summer, but I want to ensure that you are working to keep your service and enthusiasm levels high, so that your sales figures continue to rise. A few questions to get you started:

- Did you have a post-Mother’s Day sales meeting with staff to discuss bullet points for next year, including what worked and what didn’t work this year? If not, schedule a meeting this week, while the memories are still fresh!
- Are you holding regular staff meetings?

In January, I covered how important staff meetings are and outlined a simple plan for how every shop, regardless of staff size, can hold them on a regular basis. I will cut you a tiny bit of slack if you dragged your feet on those meetings until now, but no more procrastination. You must hold a formal meeting (before or after work — not during work hours).

At your meeting this month, you can discuss the two critically important outbound calling programs: reminder and follow-up calls.



SHUTTERSTOCK.COM/SYDA PRODUCTIONS

You may get some pushback from staff who see these programs as a form of cold calls or telemarketing. They’re not. Reminder and follow-up calls are powerful, well-received forms of customer service for existing customers and recipients.

Reminder Calls

The current standard is for shops to email customers reminders about birthdays, anniversaries, and holidays. Bear in mind that we all get too much email; your emails may be landing in

the customer’s spam folder — in which case, no sale for you! Also, you don’t have an email address for every customer. There is a better way: Apply the human touch and call customers. The process is simple:

- Run a report from your point-of-sale system showing all deliveries for the next eight to 10 days from this time period last year.
- Reach out with a simple, gentle call reminding them of what they sent last year and new choices for this year.

How to start the conversation: Frame reminders as courtesy calls, not a sales pitch. “Hi, Mr. Customer, this is Tim calling from ABC Flower Shop. Last year you sent birthday flowers to [recipient here] on [date here]. As a courtesy, I’m calling to remind you about that special date and to tell you about the new designers we’re offering this year.”

Follow-Up Calls

The second calling program for your staff involves reaching out to recipients (not the customers) the day after delivery to ensure that they received their flowers and tell them how to care for them. (Remember, most customers don’t complain about poor service; they just don’t come back.) Obviously, there is a big group that you won’t call: funerals, anyone in a hospital, hotel or school. All other recipients are fair game. Follow-ups help convert recipients into customers and can help you discover another opportunity to perform some additional customer service.

How to start the conversation: Keep calls quick, easy and fun. “Hello Ms. Recipient, my name is Tim and I’m calling from ABC Flower Shop to confirm you received the flowers we delivered to your address yesterday.”

Tim Huckabee, FSC, is the president of **FloralStrategies**, which provides customer service, sales and POS system training to retail and wholesale florists. tim@floralstrategies.com



COMING NEXT ISSUE:

Real-world tips from florists who have made changes this year to their selling tactics — and how you can follow their lead.



Smart Selling

“Reminder and follow-up calls are powerful, well-received forms of customer service for existing customers and recipients.”



Now Head Online!

Not sure what else to say during reminder and follow-up calls? Get full scripts, advice on how to handle common customer responses and back issues of this column at **FloralStrategies.com/SAF**.

Speaking of back issues, we’re at the half-year mark with this column. I want to hear your feedback on how you have adopted and integrated these concepts. I’ll give the first five shops that email their update to tim@floralstrategies.com a free copy of my latest sales training recorded webinar (\$79 value).