

FloristWare



INCREASING ORDER VALUES

Tim Huckabee of FloralStrategies

TIM HUCKABEE AIFSE

Tim Huckabee was born, raised and educated in Connecticut and founded his company, FloralStrategies, there in 1997.

Tim learned every aspect of the flower business while working at a high-end florist in New York City in the early 90's. He handled telephone sales and customer service issues and helped the shop with its advertising campaigns. In his frequent conversations with florists he realized that there was a dire lack of sales and service education in the industry. That fact motivated Tim to start his company to literally bring training to florists. To date he has visited florists of all sizes around the world to teach them how to give better service which always results in bigger sales.



TIM HUCKABEE AIFSE

The unique FloralStrategies approach is based on increasing customer service by listening better, offering educated suggestions and making a customer feel more comfortable about shopping at your store.

Tim teaches florists to sell by color and size, not price. The results speak for themselves as thousands of flower shops around the world have reported a double-digit rise in their average sale and have noticed customers shopping more frequently



TIM HUCKABEE AIFSE

I wanted to say thank you for the \$200 you gave me yesterday. I know the way I was accustomed to selling funeral work I would have had a very nice \$300 sale. You showed me how to sell a better product at the correct price range for this customer. I sold it for \$500. Thanks!

Robert Christian, Owner
Christians Greenhouse and
Rosegarten Flower Shop



TIM HUCKABEE AIFSE

I have heard great feedback from the staff. The best response I heard was "This is definitely taking us to a new level of sales and customer service."

I am really looking forward to continuing to work with you down the road. Thank you for your time, patience, and expertise.

Rutland "Skip" Paal, Jr.
President
Rutland Beard Floral Group, Inc.





"What flower says you're sorry without admitting wrongdoing?"

THE 4-BIDDEN QUESTIONS

THE 4-BIDDEN QUESTIONS

1. How much do you want to spend?

THE 4-BIDDEN QUESTIONS

1. How much do you want to spend?
2. What do you want to send?

THE 4-BIDDEN QUESTIONS

1. How much do you want to spend?
2. What do you want to send?
3. What's the occasion?

THE 4-BIDDEN QUESTIONS

1. How much do you want to spend?
2. What do you want to send?
3. What's the occasion?
4. Do you want your total to include delivery and tax?

WHEN A CUSTOMER ASKS ABOUT ROSE PRICES,
YOU MUST ALWAYS OFFER TWO OPTIONS.

“WE ACTUALLY HAVE TWO DIFFERENT ROSE ARRANGEMENTS:
OUR CLASSIC DOZEN AND PREMIUM DOZEN...”

WHEN A CUSTOMER ASKS ABOUT ROSE PRICES,
YOU MUST ALWAYS OFFER TWO OPTIONS.

“WE ACTUALLY HAVE TWO DIFFERENT ROSE ARRANGEMENTS:
OUR CLASSIC DOZEN AND PREMIUM DOZEN...”

Classic Dozen

WHEN A CUSTOMER ASKS ABOUT ROSE PRICES,
YOU MUST ALWAYS OFFER TWO OPTIONS.

“WE ACTUALLY HAVE TWO DIFFERENT ROSE ARRANGEMENTS:
OUR CLASSIC DOZEN AND PREMIUM DOZEN...”

Classic Dozen

Premium Dozen

WHEN A CUSTOMER ASKS ABOUT ROSE PRICES,
YOU MUST ALWAYS OFFER TWO OPTIONS.

“WE ACTUALLY HAVE TWO DIFFERENT ROSE ARRANGEMENTS:
OUR CLASSIC DOZEN AND PREMIUM DOZEN...”

Classic Dozen

12 long stem roses
including glass vase,
babies breath & greenery

Premium Dozen

WHEN A CUSTOMER ASKS ABOUT ROSE PRICES,
YOU MUST ALWAYS OFFER TWO OPTIONS.

“WE ACTUALLY HAVE TWO DIFFERENT ROSE ARRANGEMENTS:
OUR CLASSIC DOZEN AND PREMIUM DOZEN...”

Classic Dozen

12 long stem roses
including glass vase,
babies breath & greenery

Premium Dozen

12 long stem roses
including glass vase,
fragrant lilies & greenery

WHEN A CUSTOMER ASKS ABOUT ROSE PRICES,
YOU MUST ALWAYS OFFER TWO OPTIONS.

“WE ACTUALLY HAVE TWO DIFFERENT ROSE ARRANGEMENTS:
OUR CLASSIC DOZEN AND PREMIUM DOZEN...”

Classic Dozen

12 long stem roses
including glass vase,
babies breath & greenery
\$89

Premium Dozen

12 long stem roses
including glass vase,
fragrant lilies & greenery

WHEN A CUSTOMER ASKS ABOUT ROSE PRICES,
YOU MUST ALWAYS OFFER TWO OPTIONS.

“WE ACTUALLY HAVE TWO DIFFERENT ROSE ARRANGEMENTS:
OUR CLASSIC DOZEN AND PREMIUM DOZEN...”

Classic Dozen

12 long stem roses
including glass vase,
babies breath & greenery
\$89

Premium Dozen

12 long stem roses
including glass vase,
fragrant lilies & greenery
\$109

WHEN A CUSTOMER ASKS ABOUT ROSE PRICES,
YOU MUST ALWAYS OFFER TWO OPTIONS.

“WE ACTUALLY HAVE TWO DIFFERENT ROSE ARRANGEMENTS:
OUR CLASSIC DOZEN AND PREMIUM DOZEN...”

Classic Dozen

12 long stem roses
including glass vase,
babies breath & greenery
\$89

Premium Dozen

12 long stem roses
including glass vase,
fragrant lilies & greenery
\$109

YOU MUST ALWAYS CONCLUDE BY SUGGESTING
AN ADDITIONAL HIGH-MARGIN ITEM.

“AS A FINISHING TOUCH WE CAN ATTACH AN ‘I LOVE YOU’
OR (OCCASION APPROPRIATE) BALLOON FOR JUST \$5.”

THANK YOU FOR PARTICIPATING

For more information about Tim Huckabee and Floral Strategies please visit www.floralstrategies.com or call 800.983.6184

This webinar and links to related materials will be made available online soon. For this and information on upcoming webinars please visit www.floristware.com/classroom. We also suggest that you stay in touch by “Liking” FloristWare on Facebook and following FloristWare on Twitter.