Repeat After Me!

The foundation of the FloralStrategies approach to customer service and sales is to follow three important mantras. (A mantra is a catchphrase or buzzword that is repeated frequently)

Mantra One: Ask Fewer Questions Give More Advice

You are the expert and customers rely on your advice and guidance for many of their choices from color and size to price. When you are about to ask a question think about how you can turn that into a statement or piece of advice for the customer. Here is a classic example: Instead of, "Would you like to add a balloon to her flowers?) (QUESTION) say, "As a Finishing Touch I suggest a Happy Birthday balloon, they're just $X" (ADVICE!)

Mantra Two: Make Shopping Easier for Customers

Are you speaking in a clear and articulate voice when you answer the phone – or are you talking to a co-worker and chewing gum? Is the cooler filled with fresh arrangements at different price points – or is there just one lonely $39.99 basket?
Is the greeting card rack filled – or half empty with mismatched envelopes? Do you take a quick order on the computer and email a copy to the customer – or do you scribble the details on paper to enter it later? As you can see, there are MANY simple, easy things you can do to make the shopping experience better and easier for customers every day!

Mantra Three: Never Apologize (for prices), EDUCATE Customers

Never loose site of the fact that you are selling a luxury product and sometimes the prices are higher than customers anticipated. When a customer has a bad reaction to a price, "Oh my gosh why are those SO expensive?" Do Not Apologize! Don't say, "I'm sorry but they're out of season and really pricey!" Instead, educate customers, "You have great taste in flowers! Those are out of season right now so they're at a premium price. Of course, we have other options too..."

BOTTOM LINE: Repeat these mantras at the start of each shift and integrate them into every customer transaction!