

August 2015 Sales Tip

TOTALtraining
by FloralStrategies



First Impressions Count

Every month we focus on the importance of making bigger sales, offering better service and taking a cleaner order but it's how you start an order that's most important!

FIRST IMPRESSIONS COUNT

We completely understand what's happening in many flower shops today: there are fewer staff, and you're responsible for more now than ever (aka designers now answering phones, designers now cutting flowers etc.). You're pulled in many directions and often look at the ringing phone or the opening of the front door as an interruption to your day. Unfortunately, sometimes we greet customers with a mindset of, "OK, let's get through this quickly, I am in the middle of a funeral spray that has to be delivered by 10!" Unfortunately, that attitude is not cool and not fair to the customer, the shop or you. So let's clean up your game...



THINK ABOUT TVs

Pretend that you are renovating your home and need a new TV. You go to the local Big Box electronics store and walk into the TV department and stand staring at the 30 choices all lined up on the wall.

Scenario One: A young man walks up to you and in a distracted or disinterested manner asks, "Can I help you?" You probably don't think too much about it, maybe ponder that he can't wait for his lunch break, but proceed to explain what you are looking for, where the TV will be placed etc.

► You could argue that this was acceptable, he greeted you in a timely fashion and offered help but it wasn't very professional or memorable.

Scenario Two: The same young man walks up, notices that you are scanning the wall of TVs, and cheerfully asks, "Good morning. Are you looking for a plasma TV or LCD one?" That opening statement changes everything! You immediately feel like you are dealing with a confident, cheerful EXPERT. You're probably more likely to just put yourself in his hands and follow his lead as he mentions which TVs are best-sellers or his favorite. You may even spend a bit more, upon his recommendation, and finish your shopping sooner.

► You leave the store feeling good about your purchase and appreciative that management took the time to train the staff to be engaging and knowledgeable.

BOTTOM LINE: Don't just wait on customers, engage them! Always strive to be the cheerful expert (no matter how busy you are) and you'll actually get through the sale quicker!

Come join the discussion about first impressions AND MORE
in our monthly TrainingBootCamp webinar
on Tue, Aug 11 from 330 to 430pm Eastern

