



**TOTAL**training  
ongoing sales education

**August 2016 Sales Tip**

## Take a walk!

The easiest way to become a better salesperson is to take a walk, through the cooler, that is!

Too often, even in the smallest of flower shops, staff get to work, go right to the desk, log in and start answering calls. And then the questions start, “Do you have yellow roses?” “What fragrant flowers do you have?” “Are there any pink azaleas?” Your constant response should NOT be, “I’m not sure, let me check...” and then put the customer on hold while you run around the store or call another department and take a co-worker away from their duties to answer your question!

I’m not suggesting that you make a list of every flower or try to memorize every plant in the greenhouse, but you should have a working knowledge of what’s in stock and being used for most orders. And update yourself a few times a day: stroll through the cooler on your way back from lunch, take a peek at what the designers are creating when you take a bathroom break.

Historically, most customers don’t want a laundry list of every flower in stock but they often do like to get a feel for what might be included in their design. My standard response to, “What flowers do you have today?” is, “We’re using a variety of flowers today including X, Y and Z” And those three flowers that I mention are those I think most customers will recognize.

Constantly educating yourself over the day saves time and makes you look more polished and professional!

**BOTTOM LINE:**  
Know your merchandise **BEFORE**  
engaging customers!

