



**TOTAL**training  
ongoing sales education

**February 2016 Sales Tip**

## Why should you make bigger sales?

We want you to understand why you are involved with this training program, striving to give better service and making bigger sales (when appropriate).

**Our message is that bigger sales are better for everyone.**

Think about these facts:

A bigger sale is better for the store's economic health, stability and continued growth. Simply put, bigger sales mean bigger bank deposits and keep us all gainfully employed. It's easy to lose sight of the fact that your paycheck is directly tied to your performance; it's not just picked off a money tree in the owner's back yard!

A bigger sale is better for the design team. Ask any designer which he or she would rather fill, a \$40 order or a \$100 one and I bet you will always hear \$100. A bigger budget gives the designer more to work with, it makes a better impression on the recipient and better demonstrates what the store is capable of creating. In addition, in our collective 40 years in the industry, we at FloralStrategies have never heard a customer call a store to complain that the arrangement was too big and too beautiful. (Sadly, when you undersell customers they will call and say, "I was so disappointed. If someone just told me that I needed to spend more I would have!")

Finally – and this is the point most people overlook – when you make a bigger sale you're not just increasing customer satisfaction, you're training the customer for future orders. In other words, the customer will notice his wife's VERY DIFFERENT reaction to a \$75 arrangement (versus the standard \$45 basket he would have sent when you told him, "Our arrangements start at \$45"). After that \$75 order when he calls the store or visits again he will be inclined to spend more. It may not be \$75 every time, but he will spend more since you showed him the benefits of increasing his budget!

**BOTTOM LINE:**

**It's YOUR JOB to make bigger sales because EVERYONE benefits!**

