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November 2016 Sales Tip

Sell more open orders, please!

Here's a little secret, designers LOVE open orders that simply list just the key elements needed to get the job done: the color scheme and the container. Of course, you must listen to the customer and note anything special such as to include roses or to avoid fragrance. When you take an order this way you make it easier for the designer to create an interesting design using the best available flowers and foliage AND their creativity.

When most customers call to order flowers they have no idea of what they want, what's available or what looks good. They count on your expert opinion to guide them, not ask them a bunch of questions or drive them all over the website looking at every image!

Unless the customer mentions that they are on the website, don't ask, "Have you seen our website?" Don't name a specific design from the website since you may not have those flowers or that container. We want to sell more open orders!

When you get to the product section on the screen – and the customer has not mentioned a specific item or price – you should ask, "Do you have a design in mind OR would you like a suggestion?" Most will want your professional advice so suggest an open order! For example, "I recommend a medium sized vase arrangement, perfect for a coffee table, filled with our best garden flowers in rich autumn colors. That's priced from \$X to \$Y"

That approach makes it easier for the customer to understand what's being sent. And all you need to type is, medium vase arrangement, fall colors – making it easier for the designer to fill that order.

BOTTOM LINE:
Open orders are always better!

