

October 2015 Sales Tip

TOTALtraining
by FloralStrategies



Handling Outgoing Orders

Taking outgoing orders should be quick and easy – as simple as taking a local order – when you keep these points in mind...

REASSURE THE CUSTOMER

Even in the 21st century customers don't understand how easily you can have flowers sent anywhere (provided that YOU get enough money for the order!)

► Of course we can send flowers out of town for you. We work with a GREAT network of florists all over the world. Let's start with some delivery information...

TAKE AN OPEN ORDER

You don't know the SPECIFIC flowers that any shop has so play it safe and sell a color scheme instead. If a customer asks for particular flowers say that you will request but cannot promise them.

► Like we would deliver for you here, the shop in (CITY) will create a wonderful medium sized arrangement, perfect for a coffee table, filled with THEIR best garden flowers in rich autumn colors.

SELL THOSE FINISHING TOUCHES

MOST flower shops carry (or can easily buy) a box of chocolates (don't commit to a brand or flavor) balloons (ditto, don't promise the Sponge Bob Square Pants, talk about a generic Happy Birthday theme) and plush animals (offer a Teddy Bear, don't promise an aardvark!) SO SELL THEM ON OUTGOING ORDERS!

► As a FINISHING TOUCH I can have the florist in (CITY) add a bright Happy Birthday balloon to your Mom's flowers for just \$5!

DON'T TURN IT INTO A BIG PROJECT

Too often we hear, "Well, let me put you on hold and call the shop and see what they have and find out what they charge for delivery" and on and on. Why do all that extra work? Why keep a customer on the call longer?

► OK, we're all set – I have COMPLETE delivery information and instructions for the florist in (CITY) to create a deliver wonderful design for you. IF I HAVE ANY QUESTIONS, what's the best number to reach you on today?

BOTTOM LINE: Treat outgoing orders like local ones – sell a color scheme and feeling, add a Finishing Touch, get the proper budget and you're all set!



Don't forget to join us in our monthly TrainingBootCamp webinar
on Tue, Oct 13 from 330 to 430pm Eastern