

RSVP to Profitable Parties

By:

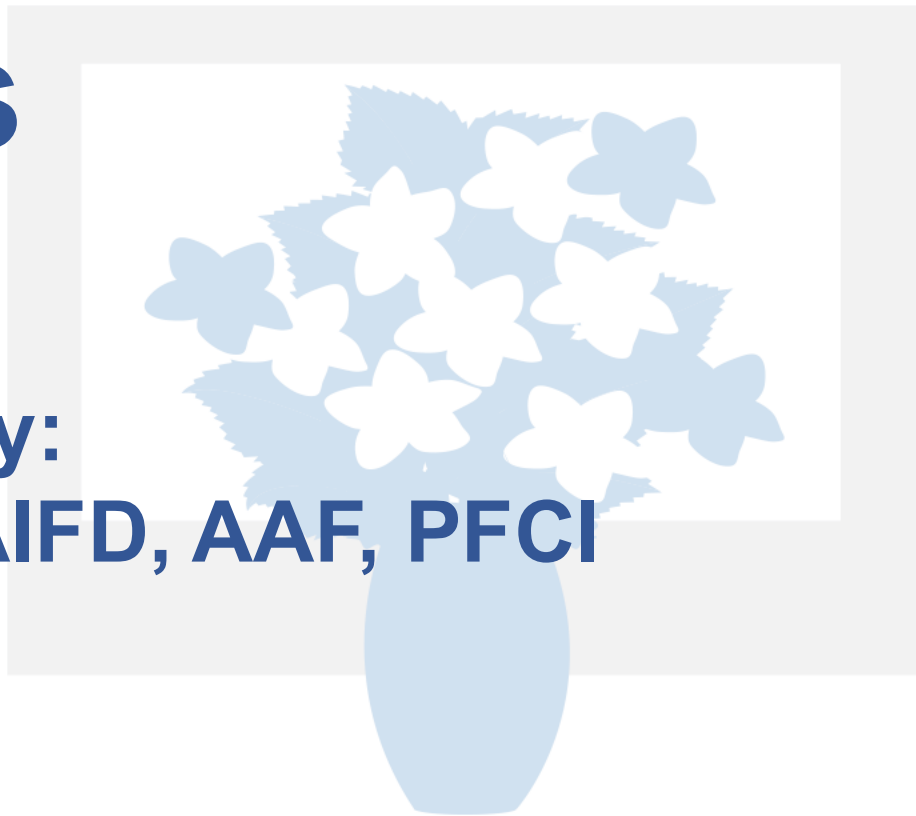
Tim Farrell AIFD AAF PFCI



A green banner for the 'Profit Blast Columbus' event. On the left is the SAF logo (a stylized leaf) and the text 'SAF'. Next to it is a large blue number '1' with a right-pointing arrow. To the right of the '1' is the text 'PROFIT BLAST' in white. Further right is a blue silhouette of a city skyline with the word 'COLUMBUS' in white below it. To the right of the skyline is the text 'Sunday, Nov. 6', 'Embassy Suite', and 'Columbus - Dublin' in white. On the far right is a blue starburst shape containing the text 'Satisfaction guaranteed, or your money back!' in white. The bottom edge of the banner shows a row of colorful flowers.

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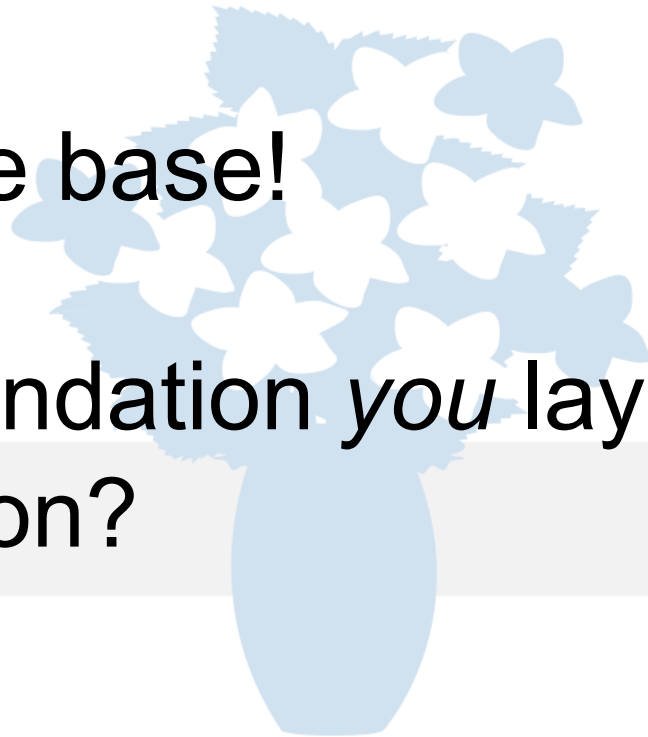


How to Make the Sale:



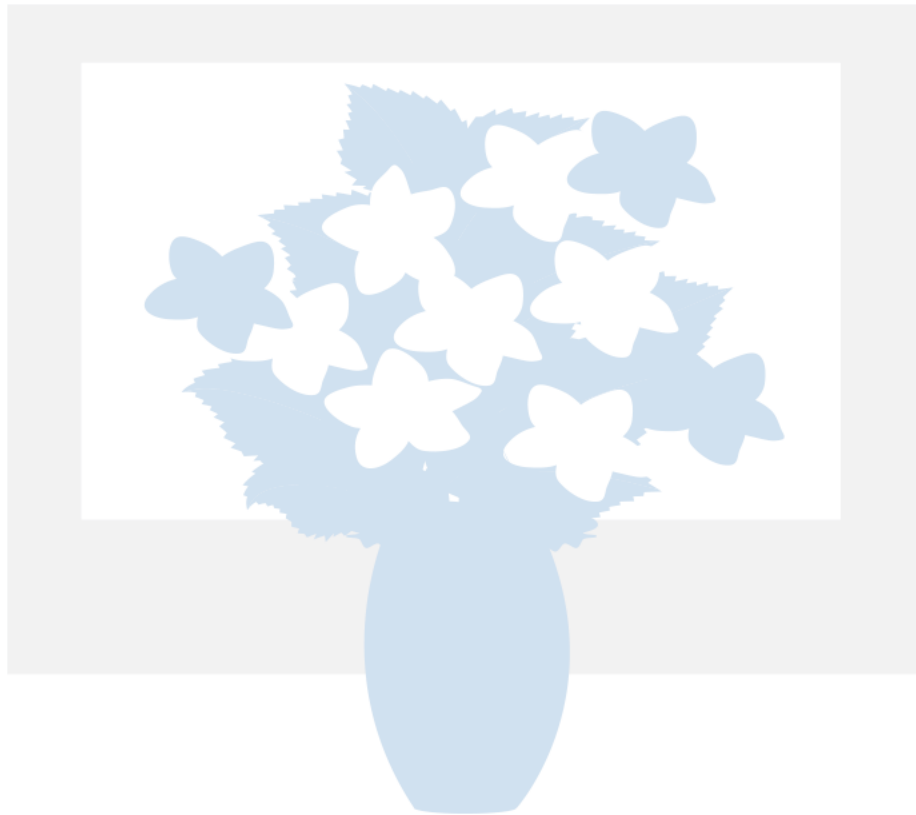
Its' all about the base!

What is the foundation *you* lay at
your consultation?



How to Make the Sale:

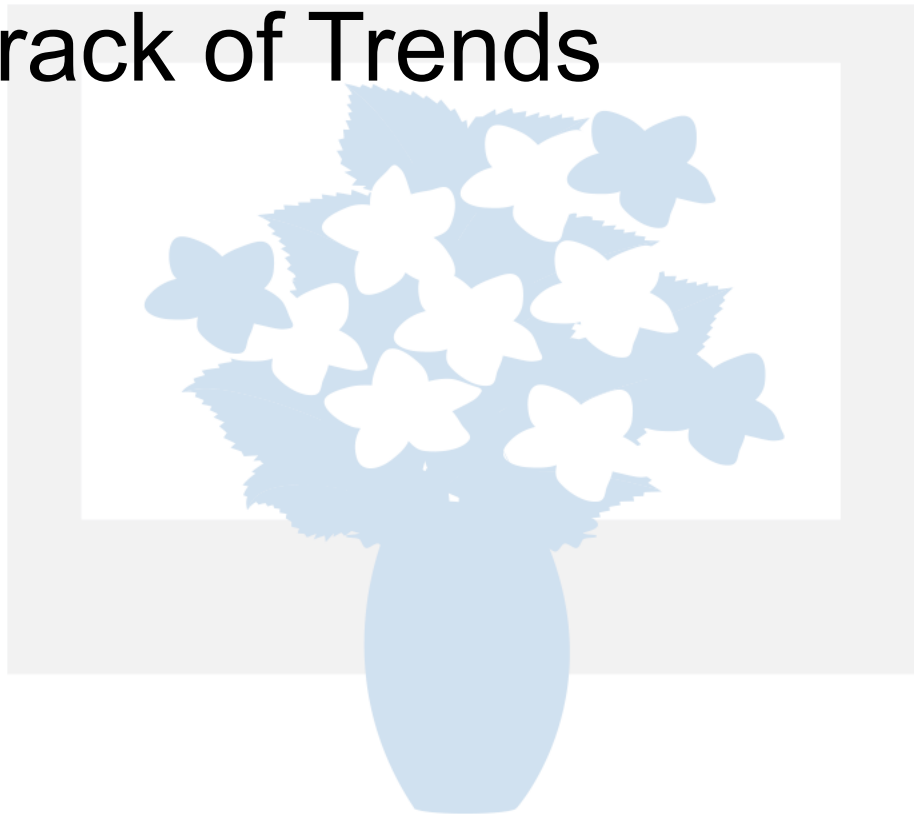
Be the Expert



How to Make the Sale:

Be the Expert

Keep Track of Trends

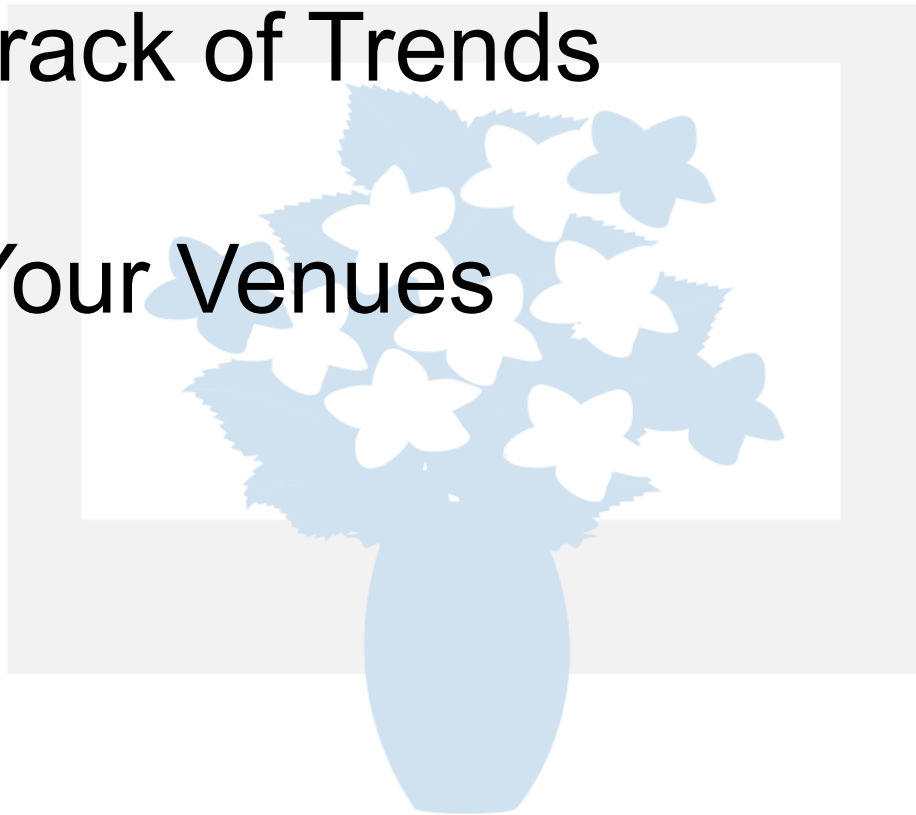


How to Make the Sale:

Be the Expert

Keep Track of Trends

Know Your Venues



How to Make the Sale:

Be the Expert

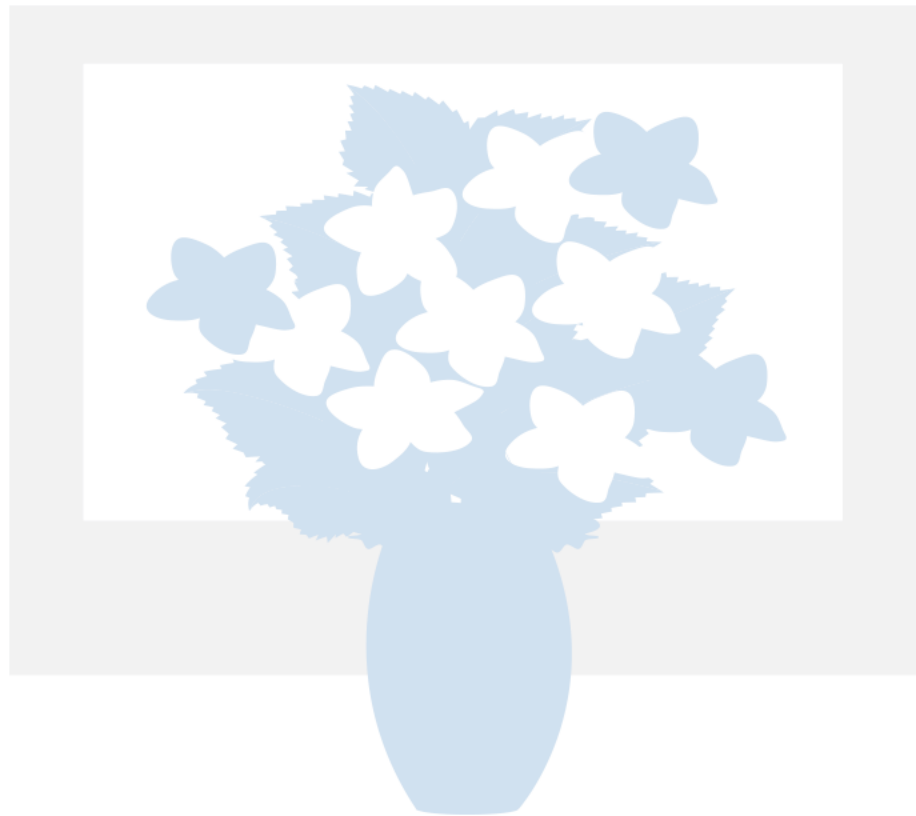
Keep Track of Trends

Know Your Venues

Price FAIRLY....to you
and to your clients

How to Produce:

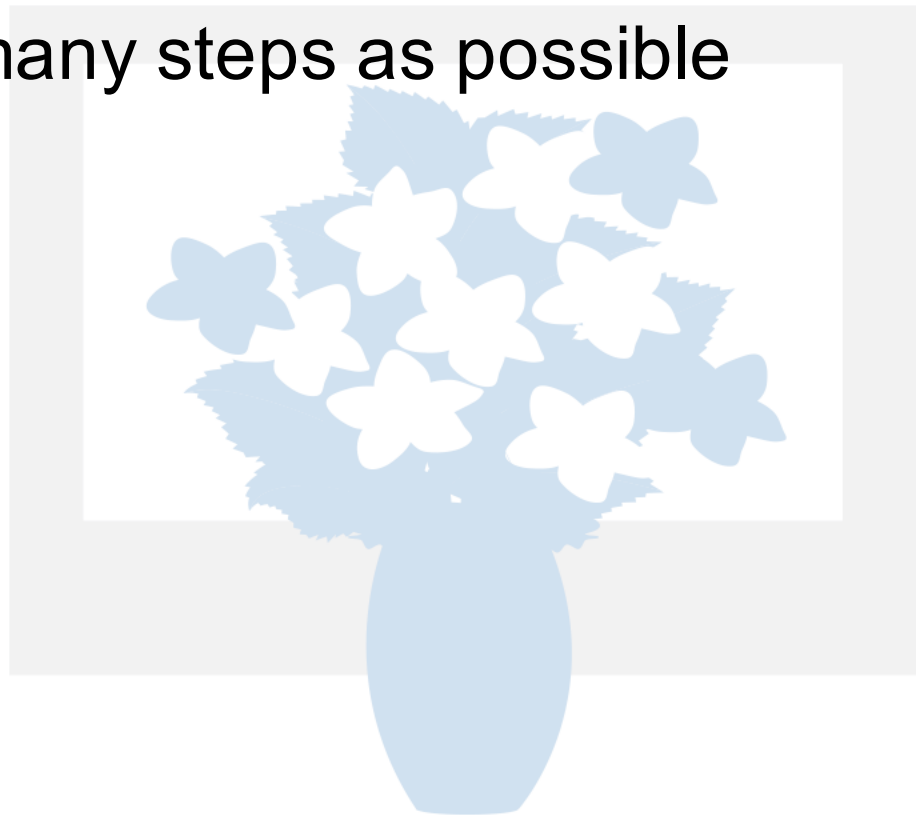
Prepare!! Prepare!! Prepare!!



How to Produce:

Prepare!! Prepare!! Prepare!!

Repeat as many steps as possible

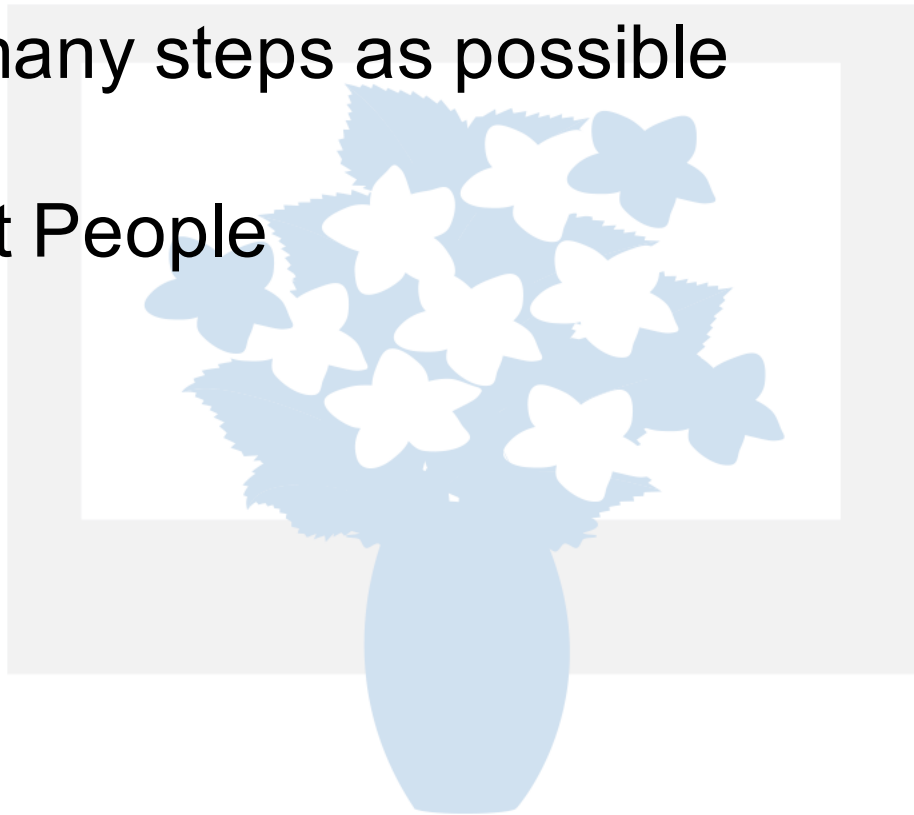


How to Produce:

Prepare!! Prepare!! Prepare!!

Repeat as many steps as possible

Hire Efficient People



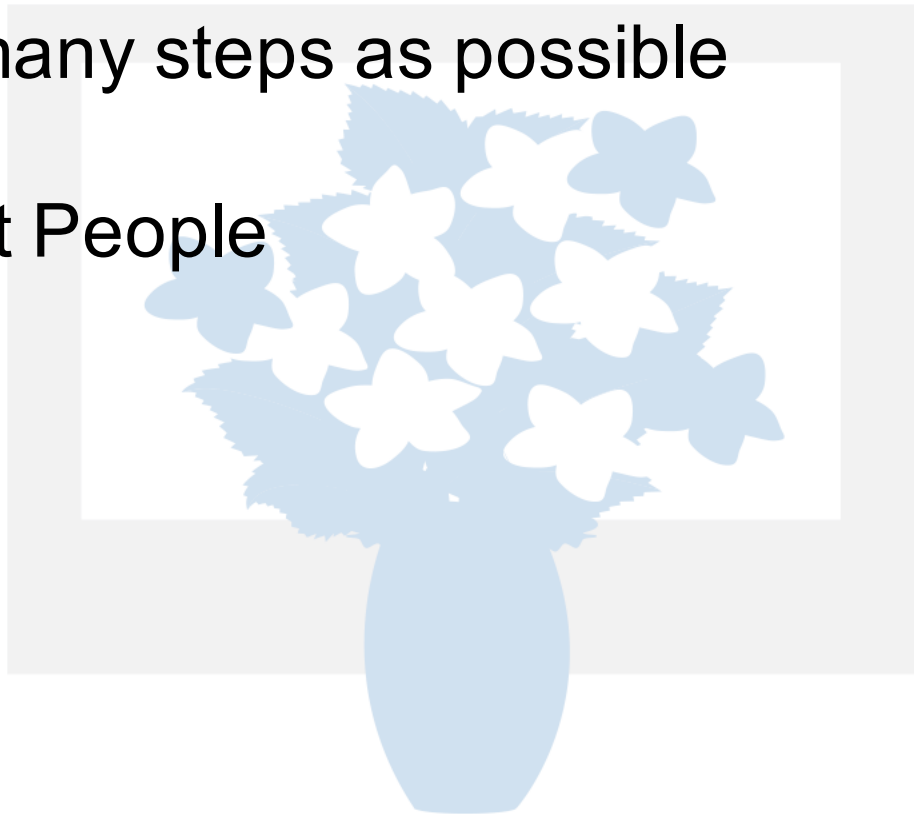
How to Produce:

Prepare!! Prepare!! Prepare!!

Repeat as many steps as possible

Hire Efficient People

Make Lists



How to Produce:

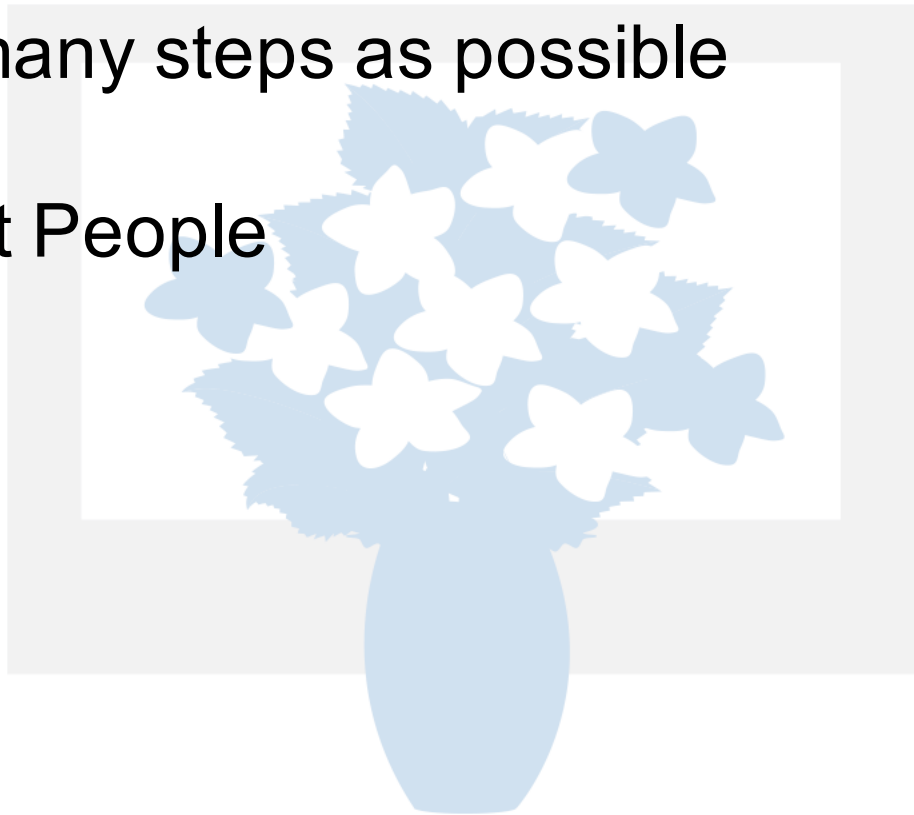
Prepare!! Prepare!! Prepare!!

Repeat as many steps as possible

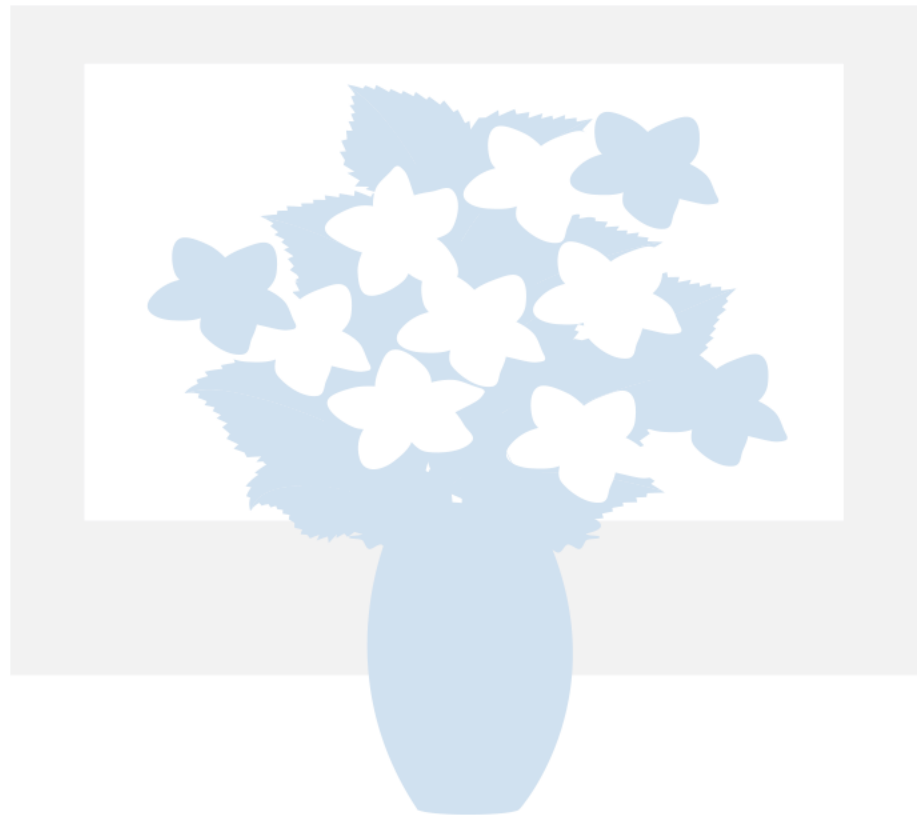
Hire Efficient People

Make Lists

Work Ahead

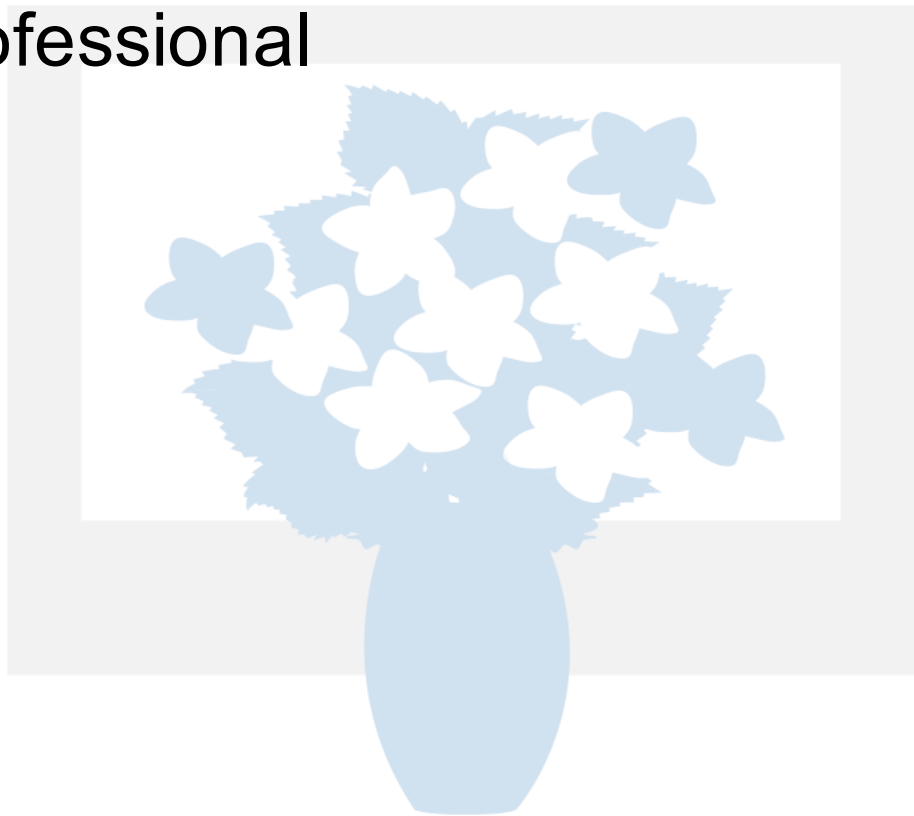


How to Deliver



How to Deliver

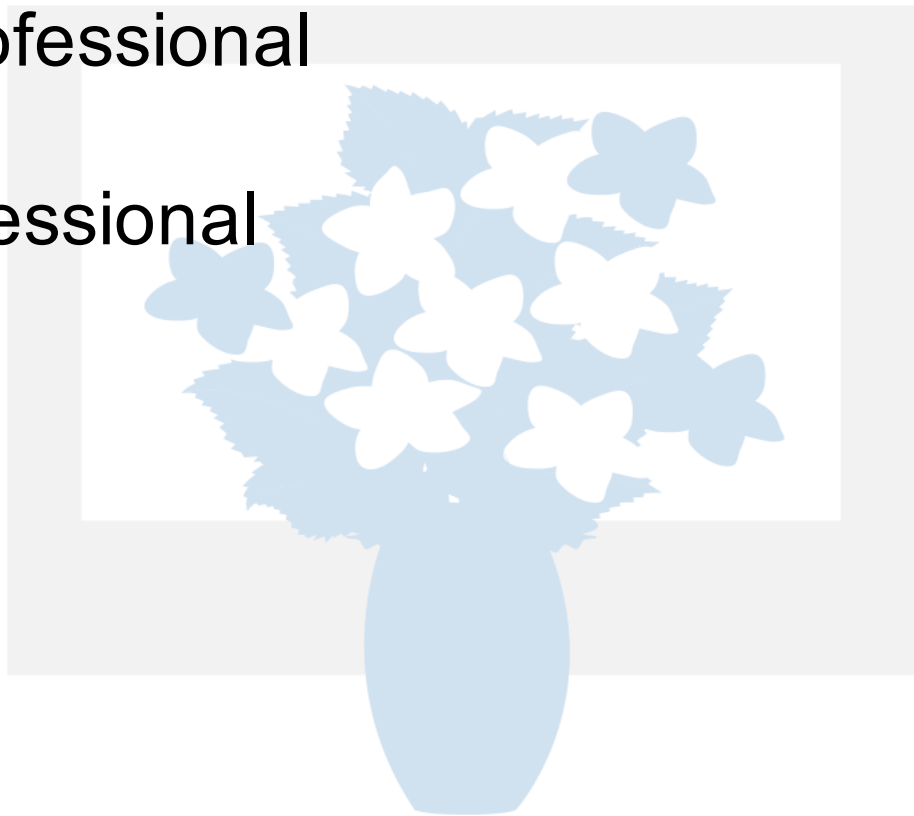
Look Like a Professional



How to Deliver

Look Like a Professional

Act Like a Professional



How to Deliver



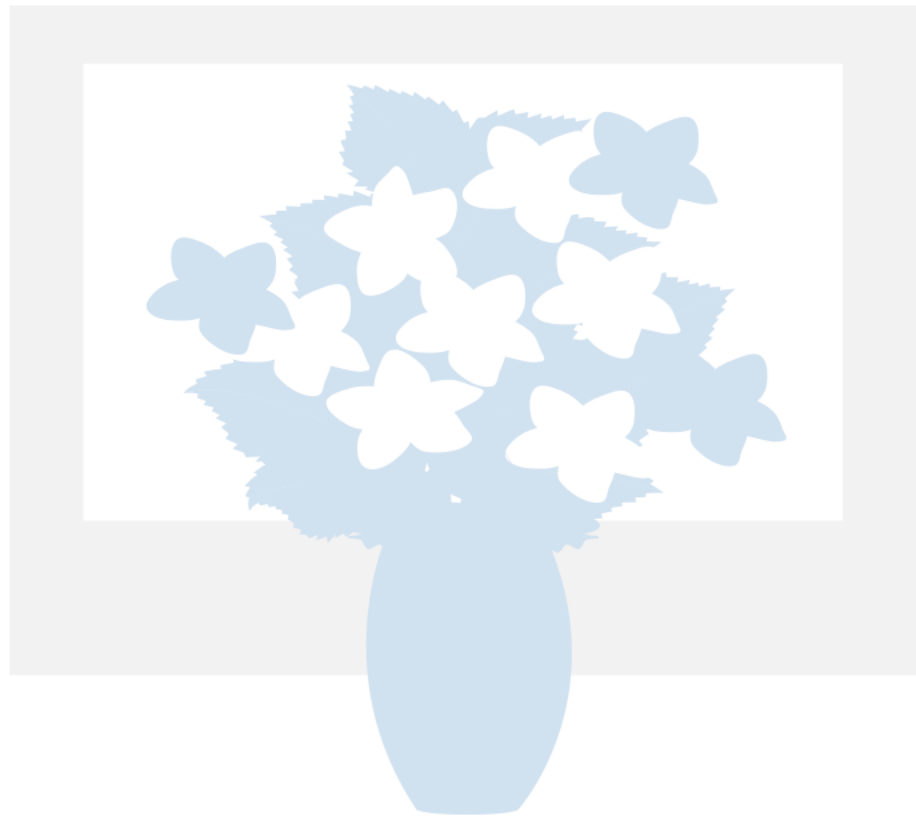
Look Like a Professional

Act Like a Professional

Charge Like a Professional

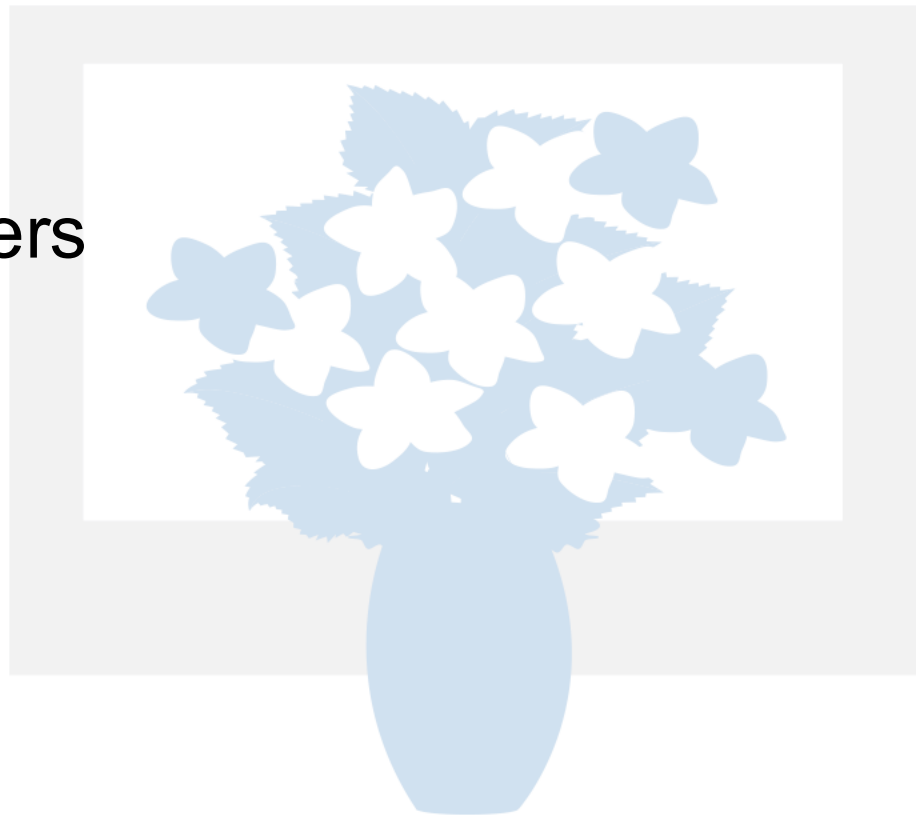


How to Build Repeat and Future Sales:



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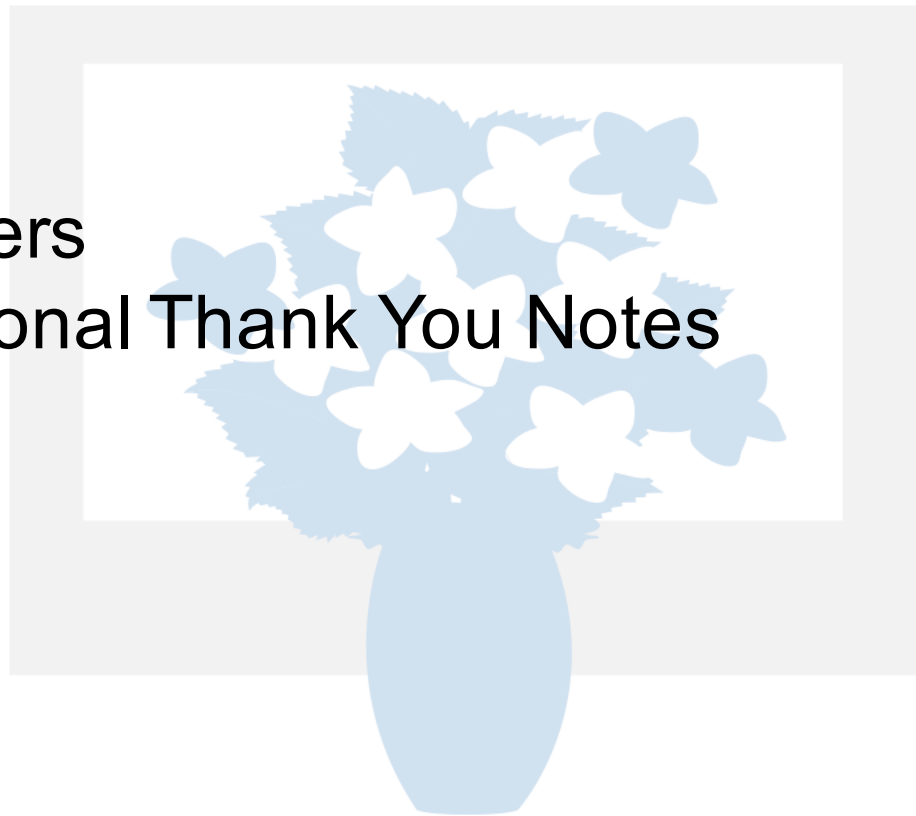
Thank Customers



How to Build Repeat and Future Sales:

Thank Customers

Traditional Thank You Notes

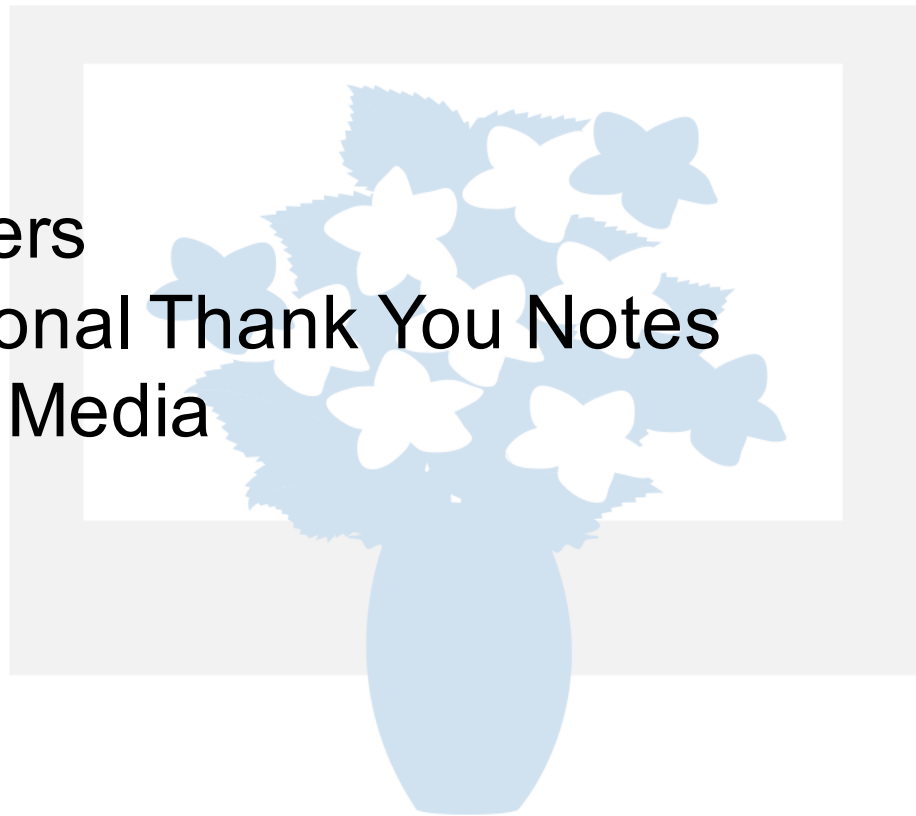


How to Build Repeat and Future Sales:

Thank Customers

Traditional Thank You Notes

Social Media



How to Build Repeat and Future Sales:

Thank Customers

Traditional Thank You Notes

Social Media

Build Relationships with Banquet Managers



RSVP

By November 6, 2016

- Yes, I gladly accept and will be growing my Party Business at a profit from today forward
- No, This segment of the floral business is not for me

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