



No. 9

This is the ninth in a 10-part series aimed at empowering Floral Management readers to build a foundation month by month, sale by sale, for higher sales, more confident employees and happier customers.

'TIS THE SEASON TO SELL

> Too often I see the holiday season catch florists off guard. Why does that happen when we know when Christmas will be for the next 50 years? Tough love is the hallmark of my approach to motivating you to become a more proactive owner/manager, and October is the perfect month to get sales ready for the fourth quarter.

Meet and Greet

To have a more productive, efficient and profitable holiday season, you need to schedule a holiday planning meeting by Halloween (or early November) at the latest. Pick a date and time and tell your staff that everyone is required to attend after work for an hour (paid, of course) to review the holiday season plan. Choose that date as soon as you read this and include the information in staff members' next paycheck and/or post a sign in the shop and have staff sign off to acknowledge that they will be there.

Set the Agenda

Come to this meeting completely prepared to cover all the bases: holiday samples, staff schedules, store hour changes, etc. This might seem like a daunting list of tasks, but you can do it. Once you prove that to yourself, the process will make for smoother sailing at all future holidays. Show staff the designs you will feature in the store and on your website so they can get familiarized with them to sell them better by phone. Also, you know the

coverage you will need for the store. Give your staff their December schedules now so there's no last-minute drama, including the late-night text requests for time off to finish their Christmas shopping.

Beyond those logistics, take this opportunity to do some sales coaching:

Consistency is key. Use the meeting as a pep talk to review general sales techniques and to remind staff that, though December will grow busier and busier as the month progresses, it's critical to offer the same thorough, high-quality service to every customer from Dec. 1 to Dec. 24.

Finish the job. Customers are willing to spend more at the holidays. Let them! Offer "finishing touches" (also known as "add-ons") to every sale, no matter how busy the store. It only takes 10 seconds to say, "As a finishing touch I can add a red velvet bow to your poinsettia for just \$X."

Look to the card. Don't forget to leverage the card message to make better sales: "As this holiday gift is coming from *all of her children*, I suggest one of our *large Christmas designs*, perfect for a dining room table." 🌿



COMING NEXT ISSUE:

A year-end wrap-up for this column and tips to start the New Year strong.



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Now Go Online

In preparation for this important meeting, I encourage you to download and print all the sales tools from this column dating back to January, a treasure trove of inspiration for your team! Visit **floralstrategies.com/SAF** and download the tools to make your staff into more polished, professional customer service salespeople.

