



Tim's Calling with Tim Huckabee FSC and Laura Weaver CMP

April 2020

SPECIAL SESSION: 4 calls and Mother's Day Ideas



SAF Staff

safnow.org/about-saf/saf-staff/



COVID-19 Resources

COVID-19 Updates for the Floral Industry

Stay updated on the latest industry news related to the coronavirus disease (COVID-19):

- Visit our [Industry News page](#) for timely updates.
- Make sure you are receiving SAF's newsletter, [SAF NOW](#), every Wednesday. Not getting the newsletter? Email [Shella Santiago](#).
- Listen to the latest [webinars on COVID-19 best practices](#).

Tools to Promote Flower Buying

Use SAF's ready-made resources to remind consumers that flowers provide instant joy and create a connection between people separated by distance.

- [Social Media Graphics and Posts](#)
- [Banner Ad Graphics](#)
- [Outreach to Local Editors](#)
- [Best Practices for Promoting Flowers](#)

Communicating with Customers

Communication with customers is key right now. Some advice follows:

- [Shop Safety and Sanitation](#)
- [Why We're Staying Open](#)
- [Safety of Floral Industry Shipments](#)

State Resources

Get information on [state-specific](#) regulations for "essential" businesses and how to apply for an exemption.

- [Examples of Successful Exemption Campaigns](#)
- [Tips for Requesting a Waiver](#)
- [SAF Letter to Governors Requesting a Waiver](#)
- [Sample Letter from a State-Wide Effort](#)

Government Resources

Get updates on state and federal grants and loans, tax relief and other financial assistance.

- [U.S. Small Business Administration \(SBA\) Disaster Loans](#)
- [U.S. Chamber of Commerce Tool](#)

Federal Aid

Learn more about the [types of financial assistance available](#), how to apply, answers to FAQs and more.

- [SBA Overview of Coronavirus Relief Options](#)
- [Paycheck Protection Program Borrower Guidance from Treasury Dept.](#)
- [Find Eligible Lenders for the Paycheck Protection Program](#)
- [Paycheck Protection Program Borrower Application](#)

Ongoing Education

[Put unexpected staff downtime to use with SAF training and webinars, including:](#)

- [Tim's Calling...Live](#) (customer service)
- [Book More Weddings On the Spot](#) (weddings)

Industry Response

Find out more about how these groups and SAF partners are responding to the COVID-19 crisis.

State/Regional Groups (coming soon)

National floral networks

- [AFE](#)
- [AFIF](#)
- [AIFD](#)
- [ASCFC trade and consumer-facing site](#)
- [Asocoflores](#)
- [Callflowers](#)
- [CCFC](#)
- [Expoflores](#)
- [PMA](#)
- [WF&FSA](#)

COVID-19 State Resources

State Resources

SAF is working hard to provide you with the most up-to-date information on how your state is handling COVID-19-related issues such as unemployment, aid, small business assistance, and essential business guidelines. In the event that you are unable to locate the resources you need under your listed state (below), SAF suggests you visit your state government page for further information. Your government page can be found by [yourstatename.gov](#) or [yourstateabbreviation.gov](#). Most pages have a dedicated link for COVID-19 where these resources are located.

Navigating Requests for Exemptions from State and Local Jurisdictions

Decisions at the state and local level regarding directives on closures and shelter in place are being made very quickly, with little notice. Provisions for requesting exemptions vary from jurisdiction to jurisdiction. SAF has compiled [tips for requesting a waiver or exemption](#), as well as [examples of successful exemption letters and campaigns](#). Check out your state or local jurisdiction's guidance in the links below.

Alabama

- [Alabama Public Health Order \(March 27, 2020\)](#)
- [Alabama State of Emergency Proclamation](#)
- [Non-Essential Business and Services listing](#)
- [Alabama Small Business Development Center Business Info](#)

Alaska

- [Alaska Public Health Information](#)
- [Alaska Small Business Development Center](#)
- [Alaska Economic Stabilization](#)
- [Alaska Stay at Home Order](#)

Arizona

- [Arizona Public Health Information](#)
- [Arizona Emergency Information Network](#)

Arkansas

- [Arkansas Public Health Information](#)
- [Arkansas Guidance for Employees](#)
- [Arkansas Unemployment Insurance Benefits as a Result of COVID-19 Notice](#)

California

- [Office of Small Business Advocate](#)
- [COVID Response Site for Businesses](#)
- [Small Business Finance Center](#)
- [San Francisco Business Resources](#)

Colorado

- [Colorado Public Health Information](#)
- [General Overview of Closures](#)
- [Guidance for Businesses](#)
- [Business Resource Center](#)
- [Instructions for Social Distancing Certification for Businesses](#)
- [Guidance for Worker and Customer Protection](#)

Nebraska

- [Nebraska Public Health Information](#)
- [Emergency Unemployment Insurance Benefit Relief](#)

Nevada

- [Stay at Home Order](#)
- [Guidance on Essential Services](#)
- [Small Business Resources](#)

New Hampshire

- [Closure of Non-Essential Businesses Executive Order](#)
- [Resources for Businesses and Employers](#)
- [Guidance on Unemployment Benefits](#)
- [State's Description "What is an Essential Business"](#)

New Jersey

- [State of Emergency Declaration](#)
- [Stay at Home Order](#)
- [General Overview of Closures](#)
- [Resources for Businesses](#)
- [Exempt and Non-Exempt Businesses](#)

New Mexico

- [Stay at Home Order](#)
- [Guidance on Essential Businesses](#)
- [Information for Workers and Businesses](#)
- [Help for Businesses Negatively Impacted by COVID-19](#)
- [Business Loan Guarantee Program](#)

New York

- [New York State on PAUSE](#)
- [Guidance on Essential Employees](#)
- [Assistance and Guidance for Businesses](#)
- [State Business Resources](#)
- [Request for Designation as an Essential Business](#)

SAF Webinars



SAF WebBlast FREE for SAF Members
20 minutes of intense online learning. 10 minutes of Q&A.

[FAQs: What You Need to Know about Webinars >](#)

COVID-19 Webinar Series

Fresh Product Supply Update | Thurs., April 9

Social Media Strategies for Florists | Wed., April 8

Financial Best Practices During the Crisis | Tues., March 31

Recovering and Rebuilding Wedding & Event Work | Tues., March 24

Financial Planning | Thur., March 19

Accessing Federal Aid | Mon., March 30

Sourcing Fresh Product - The New Normal | Mon., March 23

Coronavirus and the Floral Industry | Tue., March 17

The Economic Impact of COVID-19 | Thur., March 26

HR Strategies for Navigating a Crisis | Fri., March 20

Questions?

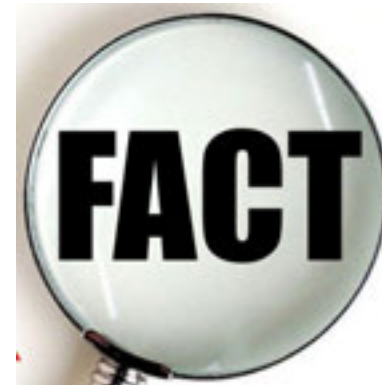
- Click on the question tab and type in your question
- Questions answered at end of session



Tim Huckabee FSC
President of FloralStrategies



Sam Bowles FSC
FloralStrategies Coach



TODAY

EDUTAINMENT

- ▶ Let's listen to and critique FOUR mystery shopper calls
- ▶ We'll share FOUR ideas/plans/tips/musings on Mothers' Day
- ▶ Tim and Sam will role play so you can hear the RIGHT way to sell flowers by phone!





We have pulled four random calls from our archives of stores who have asked us to mystery shop them

You will hear some gaps where we cut out any identifying or boring info (address etc.)

I will pause and repeat any sections that may sound fuzzy being played over my speaker. We'll send you the file tomorrow to listen to the call directly with your team and discuss it



How did they **MANAGE** the call?

Did they make it **EASY** or **DIFFICULT** to order from them?

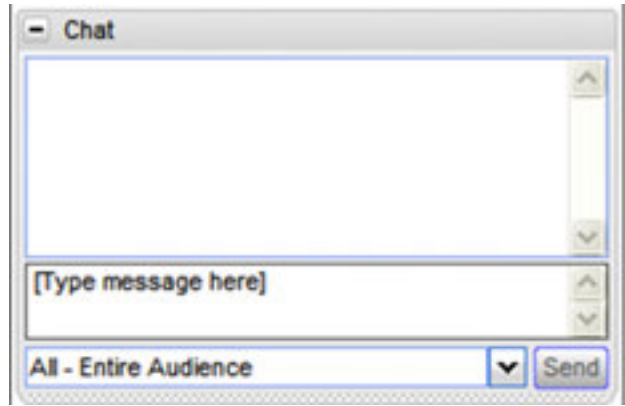
Did they really cater to the caller's needs?

What impression do you think was made upon the customer?

How would your staff have handled the call?



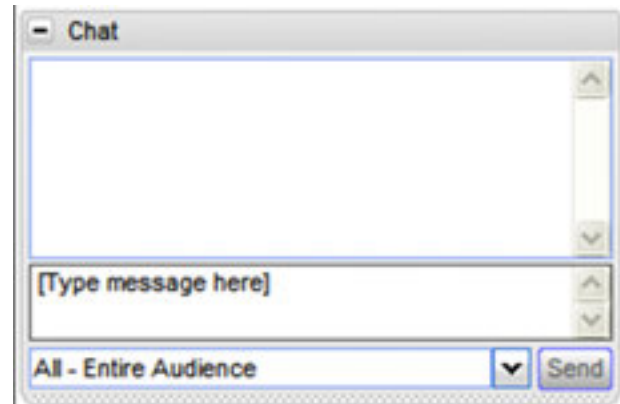
What did you hear that you liked. Why?





Not Great

What did you hear
that you didn't like.
Why?





How did they **MANAGE** the call?

Did they make it **EASY** or **DIFFICULT** to order from them?

Did they really cater to the caller's needs?

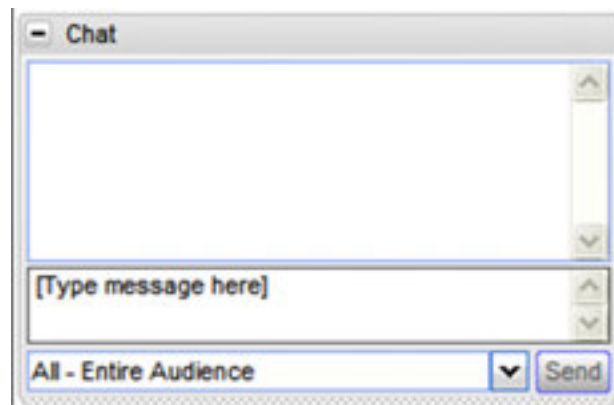
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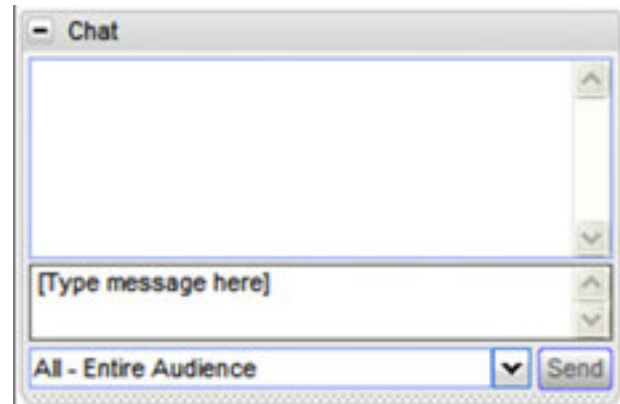
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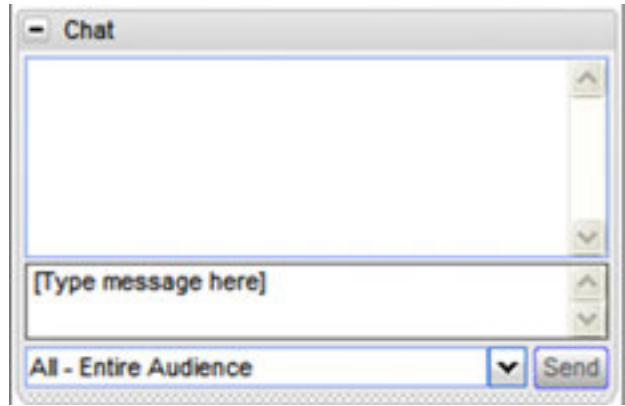
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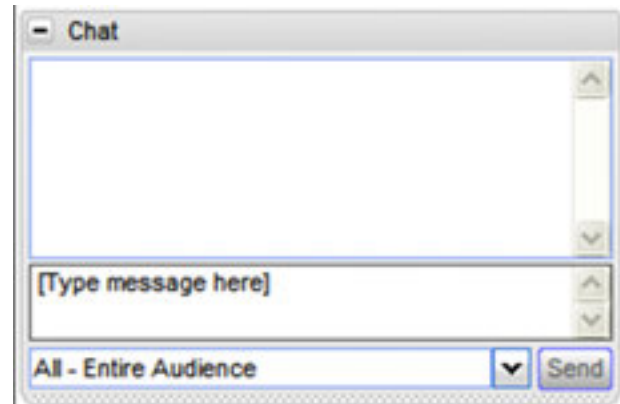
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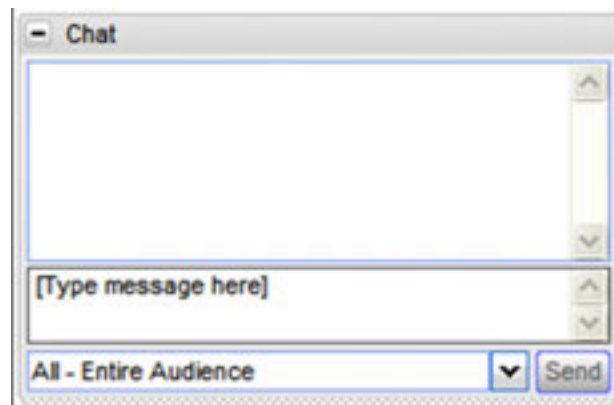
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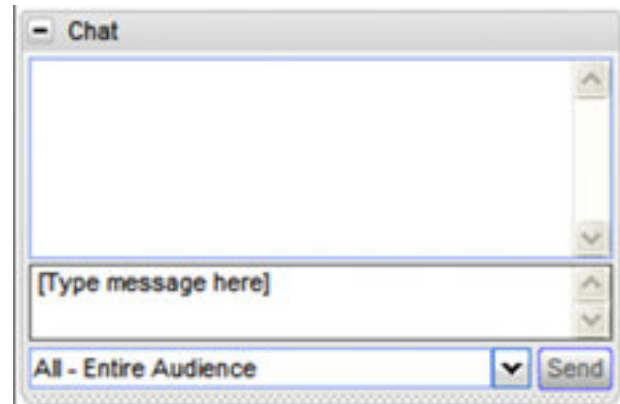
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Don't sell from your own pocket. This is a LUXURY purchase and they WOULD NOT BE CALLING if they could not afford to buy flowers! THEY ARE PAYING FOR IT NOT YOU!!!

On A
Side
Note ...





PUSH outgoing delivery! THIS IS WHAT WE DO!
Stop telling customers to Google a shop. Ughhhh!
This may be the ONLY way for SHUT DOWN
shops to benefit from the holiday.

On A
Side
Note ...



3

BEST TIME EVER to sell OPEN ORDERS.

Take control of the sale, “For Mother’s Day we’re featuring a beautiful arrangement of garden flowers in bold spring colors....”

On A
Side
Note ...



4

Confirm or Take an email address from EVERY customer EVEN if she sounds like she came over on the Mayflower! You **NEED** this contact information!

*On A
Side
Note ...*





role
play



WHAT ARE MY NEXT STEPS?



Email to
tim@floralstrategies.com with any questions
or comments.

Visit www.SAFNOW.org to see the line up of regional
shows and the annual convention in Sep in Arizona.
Come meet me and we'll call your shop!

Date and Time

This webinar meets 12 times.

Wed, May 13, 2020 3:30 PM - 4:00 PM EDT

Wed, Jun 17, 2020 3:30 PM - 4:00 PM EDT

Thu, Jul 16, 2020 3:30 PM - 4:00 PM EDT

Tue, Aug 18, 2020 3:30 PM - 4:00 PM EDT

Tue, Sep 22, 2020 3:30 PM - 4:00 PM EDT

Wed, Oct 14, 2020 3:30 PM - 4:00 PM EDT

Wed, Nov 18, 2020 3:30 PM - 4:00 PM EST

Wed, Dec 9, 2020 3:30 PM - 4:00 PM EST



The Florists' **BOUNCE BACK** Program



AND finally, a word from Laura Weaver of SAF





The End