

thebusinessandpleasureofflowers.com



LISTEN HERE



APPLE
PODCASTS



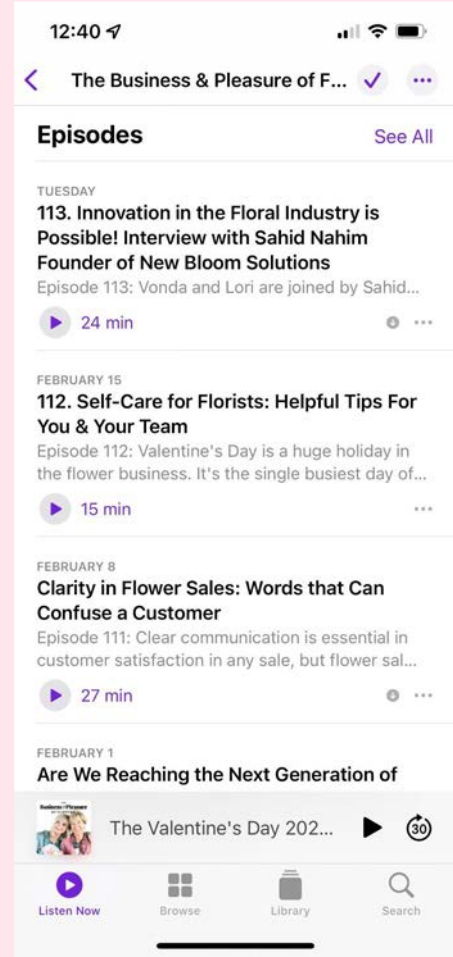
GOOGLE



SPOTIFY



STITCHER



Flower Clique

PRESENTS

Communicate, Collaborate and Celebrate

with

Lori Wilson, PFCI and Vonda LaFever AIFD, PFCI, CFD



**Owner & Manager
– to employee.**

**Employee
– to customer.**

It trickles down...



**Let's talk about
owner & manager relationships
with employees.**



**Owner & Manager
– to employee**

Communicate

**–Be transparent &
authentic.**



**Owner & Manager
– to employee**

Collaborate

**–Bring them in on
decisions.**

**If you let them help plan
the fight, they won't fight the plan.**



**Owner & Manager
– to employee**

Celebrate

- Healthy Snacks**
- Intuition**
- Radar up**

**Let's talk about
employee relationships with
customers.**



Employee
– to customer

Communicate
–Learn about the
customer first.



Employee
– to customer

Collaborate

**–Customers purchase
based on color and emotion.**



On Listening

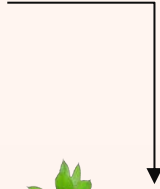
Collaborate

”What I heard you
say was...”



Side note: Staff/Employees

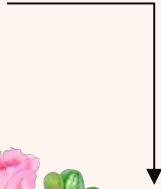
- Knowledgeable
- A little about flowers
- Very little about flowers



**Employee
– to customer**

Elaborate and Elevate

**When your customer has
something in mind, you take it
to the next level.**



**Employee
– to customer**

Redirect and rearrange.

When a customer's request is unrealistic or out of stock, turn a "no" into a "yes".



**Employee
– to customer**

Describe and design.

When you have an abundance of a fresh product that you need to push. Promote designer's choice or deal of the day.



Employee
– to customer

Celebrate

- Confirm**
- Reaffirm & Repeat Choice**
- You selected the perfect thing!**

Action Plan

M	21
D	22
M	23
D	24
F	25
S	26
S	27

Staff meeting: now!

Communicate

Collaborate

Celebrate

THANK
YOU!
THANK
YOU!



Flower Clique

lori@flowerclique.com

www.flowerclique.com



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