

TIM TALKS



Smarter Sales and Service Strategies

Target Price Ranges

When I visit flower shops, I usually see posters for relay service products, or flyers for the shop's own work displayed with a price scribbled in marker. However, by assigning a single price to an arrangement, florists miss an opportunity for additional revenue.

First, image is everything. Invest a few bucks in pre-printed number stickers from an office supply store to price the posters and/or any other marketing material. They'll look more professional and be easier to read.

Second, don't use a single price — offer a price range. For example, if the "Artist DuJour Limited-Edition Doodah" has a suggested retail of £30.00, price it £30.00 to £50.00. Think about it: Even if you mass-produce the design, you can easily add more flowers and foliage to bring the value up to the higher price, which means more revenue for your shop and ultimately more profit.

The additional money lets you embellish that design with your store's personal touch (such as glitter pine cones or signature ribbon) so it doesn't look like a "cookie-cutter" design. You also can use the additional money as "relay order insurance." Rather than automatically telling a customer, "You need to spend at least £10 more on that if you want it delivered to your Granddaughter in Big City," say, "We recommend the higher end of the price range when sending this design to Big City — as their flower prices tend to run higher than ours in Little Town." This could also be useful if you don't belong to a relay company.

Remember to give a second choice. By selling a generic design (using a size and colour scheme) as your second choice, you avoid wasting time sending additional messages over the networks and calling back customers.

This column shows just a taste of Tim's extensive range of tips and techniques for better business. Tim is *F&WB's* recommended in-store trainer and as florists around the UK and Ireland are finding out, a day with Tim in the shop (cost £595) can easily be recouped from increased sales and staff morale.

For details of Tim and his company Floral Strategies, log on to www.floralstrategies.com or to book him for your shop ring *F&WB* on 020 8939 6495.

If you've got a customer service challenge you'd like Tim to tackle in an upcoming column drop us an e-mail at austin@thewordhouse.co.uk

Design Line



Child's Play

Never one to be away from work, even when on holiday, this brilliant shop window was spied by Steve Le Chevalier from Specialist Aggregates when he visited Iceland's capital city, Reykjavik.

Created to celebrate the first day of summer, something the country takes seriously, this window in the florist shop on the city's main shopping street had creatively mixed bright, eye-catching Duplo bricks and gerbera to create a stand out window that attracted passers-by in their droves, despite the minus temperatures.

Now, whilst this is something you can

replicate if you want, the moral of the story is more along the lines of thinking outside the box, being creative and using props and accessories in your displays that don't necessarily come from the world of floristry. Be wild!

* Here at the *F&WB* office, we would like to see more of your holiday snaps (!), so if you've been somewhere and spotted a brilliant design or a breathtaking window, let us know. E-mail austin@thewordhouse.co.uk or post to the address shown at the front of the main magazine

British Florist Association... it means business

The British Florist Association (BFA) represents the interests of florists throughout the UK and is the only trade association recognised at government level.

As a member of the BFA, you have access to the HelpLine, where whatever the question, a team of advisors and members will aim to give an instant answer... be it a question of salary structures or legal issues.

Then there's the events. From hands-on workshops to European Floristry Schools, via networking events and the Annual Conference, as a member you get priority access to some of the country's most brilliant events where help, advice and inspiration is never far away.

Throw into the mix the contract of employment pack, the Industry Action Group and the publications and you'll see that the BFA really does mean business.

To find out more about how the BFA can benefit you and to become a member (for only £60 + VAT) call 0870 240 3208.

