

The Profitable Florist

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Can you send a picture of what I ordered?

by Tim Huckabee, FSC



EZmanagement

That simple request, “Can you send a picture of the flowers I ordered?” seems to strike panic in the hearts of florists. And I totally get it. We instantly think of the many time-consuming steps to send that picture. Further complicating the issue is the anxiety that you’ll get a call from that customer stating, “Oh, I didn’t want THAT shade of peach rose. Can you change it?” Nightmare, right? Well, it doesn’t have to be. There is a simple, quick, easy way to get that picture to customers and grow your business at the same time! First, let me share how I see many florists deal with that photo request now...

I am in at least a dozen different flower shops every month and I usually see this scenario playing out, where the customer asks for a picture, sales rep rolls his/her eyes and then begrudgingly takes a picture with own cell phone. Sometimes that image is then uploaded to a computer and emailed as an attachment (lots of labor) but it’s typically texted or emailed directly from the phone (not good since we’re giving customers personal access to staff).

BUT there is a better way. And that’s with a great program that I have heard many of my customers raving about: See What You Send. I encourage you to visit this site to learn more and activate your free 2.5-month trial (exclusively for The Profitable Florist readers using promo code **pflorist**)

www.florist.reviews/learnmoreform



Here's how I see shops benefitting from this smart program. To start, the entire process, by use of an app running on a phone or tablet, has been streamlined to just two steps: take the photo and enter the customer's email address. The customer then receives the image with your store name and information and whatever personal or marketing message you may want to add. BEST PART is that the customer is then prompted to review your store for the design and the service. And just like that, you start accumulating tons of strong Google reviews that automatically build your online reputation and bring you more business. One of my customers has over 18,000 reviews and has seen a HUGE increase to their website. Two bonuses are that you then protect the privacy of your staff and you are building an ongoing and easily accessible archive of photos of your work. When you get that request to send, "exactly what you sent last time" you can instantly access a photo for your designer to replicate.

Please check out this program for your shop, you and your staff will be thrilled with the results.

The Bottom Line: Give customers extra service and you'll literally buy their praise and loyalty!

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The Profitable Florist

Can you send a picture of what I ordered?

Customers want pictures of their flowers, even when they order an item directly from your website. Maybe you look at this as an inconvenience for you but you can't blame customers, it's just the world in which we live now – we get a photo of anything we buy online. But there is a smart, easy alternative that your store is going to start testing...

THE PROGRAM

The software is called SeeWhatYouSend and it's basically an app that will run on a store cell phone or tablet so you can take a picture of the flowers/plants and instantly email it to a customer (with a personalized message from the store) in less than 60 seconds. No more using your own phone. No more taking 5 minutes to have to upload and send a photo as an attachment.

THE LANGUAGE

When taking orders ask customers, "Which email should I use to send you a picture of your flowers as they are being sent out for delivery" Be careful here because we need to convey the concept that the photo will be taken by someone at the shop just as the flowers are going on the van. We don't want to promote the idea that we're going to send a photo and then let the customer call to make changes!

THE RESULTS

Customers love this service. They'll tell you so on the phone and then show it by going on to review the store and the flowers (they're gently prompted in the email containing the picture). Furthermore, the store will have one, easy-to-access archive of all the work you're sending out so when a customer asks, "Can you send her what you sent last time?" that request will be easy to fill.

Give customers extra service to keep them happy and loyal!

