



THE NETWORKER

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New Premium Web Sites Help Florists Stand Out!

Flower Shop Network's new premium web sites give you the ability to personalize your online presence. With these premium designs, you can use your custom logo and customize your look and color scheme. Loyal repeat customers will recognize your web site at first glance. New customers will remember your logo and your store in the future.



designs and customizing your pricing. You will have the ability to personalize the look and selections, as well as control the navigation and content on your web site.

The key to success is making your store stand out from the rest. With the new FSN premium templates, standing out from the rest is easy.

Hundreds of Layout And Color Combinations.

With hundreds of different layout combinations, you can virtually design the look and feel of your web site.

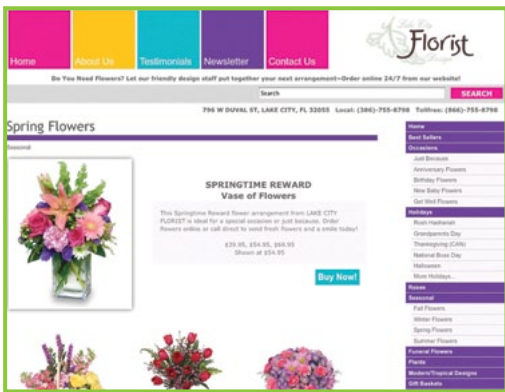
Visit www.myfsn.com/premiumwebsites to see more examples and details!

Whether you chose a beautiful banner, an interesting background wallpaper or a dual-color scheme, you can add your personal touch.

With web site controls, you are in command. You will have the ability to enhance your product selections by uploading your own

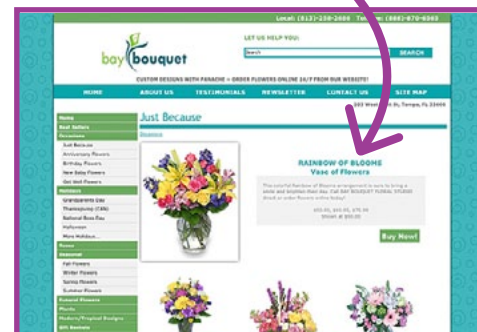


...you can virtually design the look and feel of your web site.



With custom color options, you can match your style to your brand and logo colors. This new feature helps create a cohesive look for all your store's branding elements – logo, business cards, delivery vans and online presence.

The key to success is making your store stand out!



Redesigned with You in Mind

Flower Shop Network has a new look for your email campaigns. This design is sure to drive more traffic to your web site and increase your orders!



- Eye-catching headlines
- More links to your web site
- Customized shop info
- Sleek design

Call your FSN rep for more information.
800.858.9925

5 facebook things to do

1. Announce holiday specials for Facebook friends.
2. Upload holiday flower arrangement pictures.
3. Conduct holiday polls.
4. Introduce weekly holiday ideas.
5. Cultivate new Facebook likes.

To learn more, go to:
FlowerShopNetwork.com/blog/5facebook

Using Videos to INCREASE Holiday Sales



Creating interest is the key to increasing sales. During the holidays, retailers create interest in several ways. They send out holiday mailers, set-up displays in their store and even run television or radio ads. With the rising popularity of YouTube, many retailers are turning to videos as a way to increase interest in their products or services.

How to Use Videos to Increase Sales

Flower Arrangement Showcase Videos. These videos show Christmas (holiday) designs in a home setting.

Design Videos. These videos show your designers creating holiday arrangements.

How To Videos. These videos show customers how to use fresh flowers as holiday decorations.

Ways to Share Your Videos



Replay the video over and over in your store during the holiday season.

Upload video to YouTube

Place a link to YouTube on your web site.

To learn more, go to:
FlowerShopNetwork.com/blog/floristholidayvideos

Chocolate A Top Selling Gift Item

Consumers still want luxury products. Chocolates are one of the few affordable luxuries left in today's economy. So, this sweet little item has become one of the top selling gift items for florists.



Amber Lyn Chocolates of St. George, UT

Glendale Flowers in Glendale, AZ has captured customer hearts and dollars with locally-made chocolates.

The Petal Patch in McFarland, WI has created a following with Gourmet Chocolate Truffles.

Florists like these are using chocolates as add-ons to their floral orders, as well as independent gift item sales. As a result, chocolates are helping florists increase sales and develop customer loyalty.

Want to learn more about increasing sales through non-floral gifts items? Go to:

flowershopnetwork.com/blog/sellchocolate

Fraudulent Orders: 8 Signs To Look For

Fraudulent orders are on the rise across the nation. If you look for the following red flags, you can avoid most fraudulent orders.

1. No name on the enclosure card.
2. Additional info. requests arrangement be left if no one is home.
3. Sender's phone number is disconnected.
4. Sender orders from websites in one town for delivery outside of your delivery area. This requires a florist to wire the order out.
5. Consumer name and email do not match.
6. Order includes all add-on products available.
7. Card message often in broken English.
8. Multiple orders from one sender to multiple locations and/or cities.

If you suspect an order is fraudulent, ask for more information. Verify the sender's address. Make sure the sender's phone number and address are from the same area.

If at any time you feel the order is fraudulent, you can refuse the order.

Set Your Shop Apart from the Rest...
ATTRACT MORE
Florist to Florist orders
with a **SELECT AD!**



Log on to:
fsnmenu.com/selectads

Holiday Order Checklist

All Orders

- ✓ Enter complete address including zip code.
- ✓ Get contact information of recipient: homework phone number and cell phone number.
- ✓ Include delivery directions if possible.

Florist To Florist Orders

- ✓ Get a second product choice.
- ✓ Place orders early for holiday delivery.
- ✓ Check your holiday minimums.

Start Selling MORE Add-Ons!

Selling balloons, stuffed animals, chocolates and more is an easy way to boost your average sale and give your customers a more personalized purchase. However, you need a game plan to ensure your continued success in making these simple and quick extra sales:



Balloon Bouquet from Bargain Balloons in Mississauga, ON

1. Get your head in the right place. Don't be afraid of the customer turning you down. If they do, don't worry. I have never had a customer say, "How dare you offer me a balloon on my daughter's birthday flowers!" and hang up! Remember, an add-on sale is only a tiny proportion of what the customer is spending – a \$5 balloon is only one-tenth of the \$50 arrangement he just ordered.

2. Pay attention to the card message. Pick up your cues from the greeting. For example, when a customer says, "Hope you are feeling better" offer a smiley face balloon. When the note says, "Maybe these flowers will brighten your day" offer a small box of chocolates to accompany the arrangement. On nearly every sale, there is a chance to offer an add-on.

3. Upgrade your language. No matter what you are offering, label it a 'Finishing Touch' and you will close more sales. For example, "As a finishing touch, I can attach a Get Well Soon balloon to your Mom's flowers, they're just \$5". Or, "As a finishing touch, we can attach a scripted ribbon to the flowers that reads 'Beloved Cousin', they're just \$10".

4. Be consistent. Listen for opportunities to offer finishing touches as often as possible. Don't try to second-guess the customer; "Oh she seemed to be in a hurry, so I did not offer her a balloon" Let the customer decide if she is too rushed or not interested!

This quarter we are pleased to have some helpful tips from a guest writer, Tim Huckabee AIFSE of FloralStrategies.com. Tim has been in the floral business since 1997 and runs an on-site customer service and sales training program exclusive to our industry. He has kindly shared some of his proven ideas with us to guide you toward increasing your average sale.

Check out his special offer exclusively for FSN members.



4 Gift Trends You Need To Check Out

Florists are using these products to increase sales and attract customers.

- **Chocolates:**
Selling Affordable Luxury
- **Personalized Gifts:**
Appealing to the ME
- **Handcrafted Gifts:**
The Artisan's Unique Touch
- **Fashion Accessories:**
Adding Flair



If you want to explore these gift trends further, go to flowershopnetwork.com/blog/topgifttrends.

Photo of hand-painted glass from Flowers by Flowers in Parkville, MD

COST SAVING TIP



Submitted by Clara at Brazoria Florist in Brazoria, TX

Make a deal with cemeteries & funeral homes to pick up used easels.

Congratulations

to FSN's 2010 Design Inspiration Challenge

Top Designer

Sandra Hooper.

**MARYJANE'S
FLOWERS
& GIFTS**

in **BERLIN, NJ**



For more about the Design Challenge, go to: flowershopnetwork.com/blog/design-inspiration-winner



Special Offer: Mention FSN and receive a special rate on training from FloralStrategies.com - Good through 2010.

