



In Store Displays



The most successful people in Prom not only take orders, but they embrace their customers. Looking at Prom not just as a day, or worse a nuisance, but rather as a season will give you and your customers greater joy in the process. One of the simplest but many times forgotten is an in store display. By creating a small, in store display you say to the customer “Please come in. We not only want your business, we specialize in it!”

An in store display is a very easy thing to do. Start with what you already have. Create unique designs with silk and permanent flowers already in your store. This not only gives the customer a visual reference of their choices, with them not having to just “take my word for it”, but I also find it gets my creative juices flowing for the Prom season.

Go out and purchase the current Prom magazines for reference. These are so important to me that I have been known to attach large chrome chains to them at design classes that I do to prove my point. Having these emphasizes that your customers are important to you, but also it is used as a tool with your customer. During the sale, take cues from the customer if their dress is in the latest fashion magazine. You can begin to see a price point for them once they show you their dress. The reference of the dress design will also allow you to suggest add on “garnish” to the design they create. If you know the dress is a knock out dress that costs hundreds of dollars, you can suggest a very creative, and of course slightly more expensive, corsage to match their style. Don’t forget the boutonniere to match.

Have Fitz Design Flower Bracelets out and on display for the girls to try on. The same rules apply in your shop as in any jewelry store, once the girl puts it on, she is 90% sold. Sell the bracelet as a piece of jewelry that she can wear after and remember the Prom. Adding flowers to the bracelets allows you to add icing to the cake.

Utilize the “lost” corner of the shop, the place that just does not have anything in it from taking down Valentines’ Day. Utilize your connections with local dress and tuxedo companies, have the current fashions of each on display. Have swatches of current trend colors. The easiest way to sell Prom designs is to have a pricing grid, and this should be included in your display. We use an idea called “Corsage Math” to create a pricing grid. It is kind of like the old multiplication grids. At the top are the flower choices. Along the side are the bracelet choices. You figure out how much the flower and labor costs are, the what each bracelet price will be, and fill in the blocks in the rest of the grid. Also, do not forget the “add on” items for the designs such as Kara’ Kisses, Posie Pins, and Acolytes.

By creating this area in your store, not only is it inviting to your customers to order, but it gives you a place to take their order and frees the counter for daily order taking. A special place will mean a lot to them, and better sales for you. Remember, we are trying to sell emotions, not just flowers. Creating an atmosphere of fun and placing importance on the Prom season will create that connection for the customer to your store.

Wishing you successful Prom and Wedding seasons,

Cory Brown AIFD
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