



Make it Special

Each girl's prom is a special day to them. I'll even bet you can still remember the details of your own (I know I can). Watching a TV show recently about a certain man made out of steel, he came across his boutonniere from the Prom and let the person he went with use it in their wedding bouquet as their something borrowed. Making it special can be a chance for add on sales, like balloons and roses for the date or mother of the date. Also, by making it special and embracing the emotional aspect of Prom, you create followers of your business. Teaching customers that their events are just as important to you as they are to them creates a unique bond that the customer will seek out. Remember, we are selling emotions as much as we are flowers. Here are some unique ways of how to finish and deliver all the hard work you have already done to gain this customer for your business.

Make it special:

- Deliver orders on a silver platter. Use a silver charger that you already have to create a unique moment that the customer will not forget, and not cost you a cent in the process.
- Add a rose to all corsage orders as a bonus to the boy for the mom. Teach the boy to give the corsage to the girl and promise a fun evening, THEN, give the rose to the mother to thank her for allowing them to go. This will not only teach him to respect the mother, but also will add \$5 or more to each corsage order.
- Include a thank you card from you shop with the order. This is a commonly overlooked practice that I still love. This shares with the customer the importance their order is to your store and business.
- Send "Thank you and visit us again" incentive postcards after the Prom. Any chance that you can get a customer back in your store is a good one.
- Ask the girl to come in to "Try it on". Not only does this give you a chance to get pictures, allow you to fix any "issues" they might have, but also allows you to get the emotional burst from a happy customer that we all know and love. That is why we do flowers in the first place.
- Create a photo area in the store to have the couples get their picture taken. We are trying to create an emotional connection with the customers. This will show how special the event is and let you get pictures of your work.
- Use stickers on corsage boxes with "Prom 2010, Your Shop Name". This will make the box become a keepsake for them. Every time they go back and look at it this will also reinforce the emotional bond between your shop and them.

These are just a few simple ways to keep your customers coming back and happy, and of course, supporting your business. Remember, more ideas on this topic, as well as other marketing ideas, can be found at www.creationsbyfitzdesign.com under the marketing header.

Wishing you a great and profitable Prom 2010!!!

Cory Brown AIFD
Fitz Design
800-500-2120

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