



Show Off Your Best!!!

Here is a great way to exclude your competition from your customers. Having signature items that your competition does not or cannot carry will make your customers feel special and show you as a LEADER in the industry. I did a show in Las Vegas that I created corsages named after casinos. In our shop in Cincinnati, we would name them after anything current. How could another shop compete with the Paris Hilton corsage? Naming your designs not only makes them fun and creative, but also eliminates competition. Could the high school customer price shop a Paris Hilton corsage with another florist? Of course not. The other shops would have no clue what it is. Here are a few more ways to implement this idea.

- Have unique product. Carrying products that the competition does not have the vision to carry will allow you to connect with more customers and allows you to piggy back on the successful marketing those products already use to reach your customers.
- Create flyers highlighting new items and specials. A simple flyer can be found on our marketing page. You can add any information you like to it to customize it to your shop. Not only do these advertise the products, but again emphasizes that you are a LEADER in our industry looking for new and exciting things.
- Show unique ways of using everyday flowers and products in the industry. You can achieve this by having design classes or open houses where these unique designs are featured. I had the advantage in one shop that it was across the hall from a coffee house. Every couple of days at lunch I would move my design table in front of the door so everyone in the coffee house could watch me make the most amazing arrangements out of everyday product. This not only showed the customers what I was capable of and caused many of them to come over and talk about it, but also gave me a creative outlet that we can't always get making \$35 arrangements all day.
- Have the "couture" products available to you. There are many products in the floral industry that are extremely unique with a great profit margin. One thing that I have noticed a lot this year is people with money are still spending it, just quietly. Don't hide the cool stuff that you have worked hard to find and bring into your shop. Unless you show it, you can never sell it.
- Insist on Fitz Design. We at Fitz Design pride ourselves on a lot of things, including our quality and customer service. We study the Prom and Fashion industries tirelessly to make sure our product line is perfect, from colors to styles to accessories. Save yourself some work doing all this research yourself and use us. We are also out in the market place promoting our unique ideas and creations, allowing you to utilize our momentum in the industry.

These are just a few ideas to help market yourself during the Prom season. Please visit us at www.creationsbyfitzdesign.com for more ideas.

Wishing you a successful Prom season!!!

Cory Brown AIFD
Fitz Design
800-500-2120

Fitz Design
More styles More colors More memorable