



Remember Your Add Ons

One thing I was always responsible for. growing up in the flower shop was making sure we had plenty on balloons blown up on Valentines' Day and Mothers' Day. We always loved the add on sales. One thing that is important to remember is the old saying "It is easier to sell more to customers you already have than it is to find new customers." It was fun to me then, but now I realize just how vital these additional sales dollars are to small businesses. This additional income can also be generated from your Prom sales, and in more than one way. Here are a few suggestions:

- Have your Fitz Design bracelets on display and sell the bracelet first. Girls, even my toddler, know pretty jewelry when they see it. They will look at the bracelet as a necessary accessory for them. The most successful selling technique is to sell the bracelet first as an accessory. Just like in any jewelry store, have the girl try it on. That alone is 90% of the sale. There are many benefits to this, one of which is the girl understands jewelry. Ever try to explain what a dendrobium orchid is to a 16 year old that doesn't know anything about flowers? Most can't see in their mind's eye the beauty that you and I know when we talk about orchids. Now talk to a 16 year old girl about jewelry, and she knows exactly what you are saying! It's about talking at their level. Another benefit of trying the bracelet on is once she has it on, she will have to have it. After the customer has picked out their bracelet, then begin adding floral and additional items to the design.
- Display additional items to add to the design. Kara's Kisses, Posy Pins, and Acolytes, are just a few to start with. Have the prices clearly marked for the girls. Once the bracelet and floral parts of the corsage are decided, start adding extra ~~drop~~ items. This will increase your average sale. A funny thing also happens, once you total the design up, it may be more than they planned to spend, but when you ask them what they want to take out, you'll generally get the response, "Nothing, it will be pretty with everything."
- Sell a wrapped rose to every corsage order. Some shops include this in the price as a way to "make themselves special". I always tell the boys to give the corsage to their date, then tell the mother of the date, "And this is for you. Thank you for allowing me to take your daughter to the Prom." Wait and see what the reactions are from this idea!!! This does two things, it teaches the boy to keep the mom happy, which we all know is really important, but it also adds \$5 to \$10 to every one of your corsage sales, and that is really important for us!

Remembering that add on sales for Prom is a great way to increase sales in your store. Share these ideas and expectations with your sales staff. Doing just one of the above ideas will increase your business and make you a sales leader. Making a contest of add on sales in your store will make sure that these very important sales steps are not missed in the rush that is Prom, and usually Mothers' Day, season.

Wishing you successful Prom and Wedding seasons!!!

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