

Tradewinds International's July Rose Showcase

As a wholesale florist, one of the greatest benefits of being a member of Tradewinds International is having the vast array of roses available from the many affiliated farms. With roses being the traditional focus of the floral industry, having these resources available gives you an advantage over your competition. Broad product selection, superior quality and aggressive pricing are key factors in operating a profitable business and with the Tradewinds' farms behind you; you are on the right path to prosperity.

Traditionally, July is a month in which rose production is very high while demand is very low. To take advantage of this situation, Tradewinds International has developed a program to benefit from this imbalance between supply and demand. This year by showcasing roses for the entire month of July, Tradewinds will assist its wholesale members to increase sales, and improve customer loyalty. The Goal is to take sell a whole lot of roses!!!!

These additional sales will come from aggressively promoting and selling roses. Tradewinds is working with farms to secure special pricing for additional roses sold in July. By combining these prices with a coordinated sales and marketing efforts, wholesalers will be able capture a greater share of the rose market and create a greater demand from the buying public. There are several aspects of this rose showcase listed below along with some details and suggestions.

Creating Additional Rose Sales for the Traditional Retail Florist: The following are some suggestions that will help the traditional retail florists sell more roses. Use your own creativity to refine these suggestions and make them yours. Remember; think outside of the box, to put more money in your cash box!

- **“Roses for the Month”** Offer a special pricing for repeat business during the month of July. For example:
 1. **‘Cheaper by the Week’** The first order in July, regular price, second order for the same quantity, at a 20% discount, third order in July of that quantity, at an additional 20%, and the fourth week would be an additional 20%. If the customer does buy them all three weeks the average price for the 4 weeks will net out at 70% of the regular order. Considering the lower cost of roses based upon our July promotional prices, the net gross profit on the sale will be much greater than normal discounted prices.
 2. **‘Give Her More each Week’** or **‘Love Her More Each Week’** The first week offer a single rose done in some attractive format, the second week 3 roses done more simply, week three would be 6 roses, and the fourth week would be a dozen roses. Work on the numbers to create an attractive pricing structure that will entice the customer to buy them each week.
- **Create a Special Rose Design of the Month**
 1. Retail florists put their talents to work to create a special, high perceived value, rose arrangement that they can promote for the month of July.
 2. Create a catchy name that has some significance in the customer's community, or ties into the shop's name or business model.
 3. Simplifies production.
 4. Can pre-make in advance to minimize production costs and maximize profits.
 5. Can be offered at special prices with coupons of other offers.
 6. Could offer discount if multiple arrangements are ordered as gifts to several special gifts.
- **“Signature Rose of the Month/Week.”** Select a particular variety of rose that the florist has a strong affinity for and then work with them to offer that particular rose in different presentations each week during the month of July. They can choose a single rose variety that they may want to use as their ‘Signature,’ one that people equate with their name.
- **Use Rose Month to establish your shop as the “Rose House.”**
 1. Feature roses by their variety name.
 2. Run frequent and varying promotions with roses.
 3. Use signage, literature, counter displays, posters to feature roses and promote rose sales.
 4. Use pictures of roses in all of your marketing materials and correspondence.
- **Daily (Weekly) Drawings for Free Roses.**

1. As the customer starts promoting rose sales in July, it is a powerful marketing tool to give something away free. But when giving something away, you need to get something in return. So, by having customers leave a business card, or filling out an entry form for a drawing will give you additional information for your customer database. Ask customers for their email address in order to be entered into your e-sweepstakes.
 2. "During July when you make a rose purchase, your name will go into a drawing for some rose product"...either now, or later depending on your strategy. There are countless variations on this theme.
- **Give a Free Rose.**
 1. Use flyers or newspaper ads with a coupon for a free rose in July. The aggressive July rose prices will make this an inexpensive way to draw customers into your shop. There are many high quality roses in shorter lengths that will give your customers a very positive rose experience that does not cost you a lot of money...it is all about perceived value and emotional impact!
 2. When a customer buys a dozen roses, give them an additional rose free that they can give to someone or even keep for themselves.
 - **A Baker's Dozen in July:** During July, with lower rose prices florists can have the option giving 13 roses for the price of 12...the cost of the 13th rose is more than covered by our great price, and will entice more people to buy a dozen roses. Use variations of this concept to meet your individual situation and marketing plans.
 - **A Baker's Dozen For Cash:** With the cost of credit card bank fees, you can offer the 13th rose of a 'Baker's Dozen' free when they pay with cash.
 - **Create a "Gift Card of Roses"** As part of the July Rose Fever, offer a gift card that customers can purchase for future purchases of roses or to give as a gift for someone to redeem later. Customize the concept to work in your shop. Maybe set a dollar limit, or possibly for a specific product that it can be redeemed for later. Remember that a significant percentage of gift cards are never redeemed. You cannot count on it, but the reality is that some will go unredeemed and end up on your bottom line.
 - **Find ways to use shorter length roses:** There are some great values available on shorter roses. 60 and 70 cm roses are fabulous, but the trend in some areas has been moving to 50 cm roses and even shorter. The prices are significantly cheaper and often times include some of the most demanded varieties. Work a pricing structure for the 30" and 40" stems to capture additional business that you may otherwise miss. One wholesaler started selling 3000 30 cm roses a week, 90% of those roses were additional sales.

- **Take advantage of Farm Prepared Roses:** Many farms can assemble rose bouquets in very attractive presentations. Let them do the work, save labor and freight.
- **Use all available passive advertising techniques:** Placing a free arrangement in a business, restaurant or hotel lobby with a small advertisement attached serves several purposes. It advertises your business, builds business relationships and is a cheap way to let people know that you are having a big rose promotion. Again, the low prices available in July make this an ideal time to give away promotional arrangements.

Rose Sales To Mass Markets: The mass markets offer many opportunities to sell a lot of extra roses. There are many different formats of mass market floral centers, but probably you can break down the sales approaches into two categories.

- Individual Mass Market Outlet:
 1. Walk right in and sit right down! Even if this is corporate outlet, many individual department managers have a lot of power to make decisions. Usually you can talk to them face to face and they will listen to you...after all you are viewed as the “expert” and you can use that role to your advantage.
 2. Before you approach a local mass market customer, review their department layout and business model. Be proactive and already have a plan before you show up. Pitch your plan to them. But when you are done, be quiet for a minute and listen to their response. Process what they are saying and respond to their response. Be flexible enough adjust your plan to fit with what you hear them saying to you. You have the best chance for success when you are offering a customer something that they just told you they wanted.
 3. Focus on the emotional ‘power’ of roses. Roses are the most emotionally evolved of all flowers. They have great marketing potential built right into them. All you have to do is find the right combination of presentation and price to close a sale.
 4. Keep prices reasonable...in mass market that usually means cheap! In July 2009 we should be able to create some great prices, and this will be a great opportunity to pass that on to the customer.
- Corporate Mass Market Sales Approach. In many organizations going straight to the top is the best way to secure a sale...pitch your promotion. Just remember plan your presentation carefully addressing their basic concerns: Price Point, margins, sell through, minimizing risk, and logistics. Be concise and direct, but make sure you stress that this discussion is about roses...the highest perceived value, the greatest visual and emotional impact of all flowers.
 1. Ask local stores for the best contact information as to how get through to the head honcho.
 2. Visit a lot of different mass market departments.
 3. Ask the Tradewinds people for ideas of what different farms are offering.
 4. Remember, with the Tradewinds supply chain, you have the potential to compete with any of the big players in the mass market arena.
- Possible Product Concepts and Offerings
 1. Single, 3-stem, 6-stem, 12-stem, 13 stem, 18 stem, 24 stem bouquets either made by the wholesaler or farm made; with or without filler s and greens.
 2. Spray Roses are Roses too! Consider consumer bunches of spray roses.
 3. Mixed Flowers and rose bouquets.
 4. Pre-made rose arrangements

July Rose Month for Kids: The major component of the July Rose Showcase is a program named “July, Rose Month for Kids.” The program is designed for wholesalers to partner with their retail floral customers to raise money for kids’ projects in the florist’s local community. In a nutshell, the wholesaler will lead the program by providing special pricing and a list of ways that the retailers can raise money by selling roses. They will assist their customer with encouragement and support as they execute their chosen project for the month. The retailer will select a children’s program in their city and will donate a portion of their rose



sales in July to that program. The key here is the concept of partnering...both working together, each contributing their strengths for a common goal. The result for both will be will be additional sales in July, a stronger bond between retailer and supplier, and the florist will create a valuable social image as a dedicated member of the community, a good neighbor, neighborhood florist.

Tradewinds International, their participating farms and wholesalers will also join in a separate partnership to raise money for kids. Through a proven partnership, each party will donate .01 per rose that they sell in July. That money will go to one of two children's organizations: Baca Ortiz Children's Hospital in Ecuador (Ecuadorian roses) or El Minuto de Dios in Colombia, (Colombian roses). A portion of the wholesaler's total donation can go to an organization in their community if they choose. In the past this has been a very successful experience for all involved and is consistent with our commitment to social responsibility.

Additional Information on July Rose Month for Kids:

- **Program Details: In July, florists will buy roses at aggressive prices, they will sell roses for a good price and then they will give some of their sales dollars to a children's program in their community.** Here are some of the specifics for the wholesalers and the participating retail florists about Rose Month for Kids.
 1. Wholesale florists and their sales staffs will recruit selected customers to partner in this project. We suggest 5 -10 customers for each sales person. This will allow each sales person the time and energy to help their customers make the promotion successful.
 2. They will discuss all of the goals and details of the program and help them decide on a children's charity that they can raise money to support.
 3. There is no direct cost for them to participate in the program. Tradewinds International and the wholesale florist will provide the florists with special "Rose Month for Kids labels to attach to their products and may opt to include other marketing materials (see Tradewinds Tool Box below).
 4. The florists may choose to pay for their own extra materials or advertising to maximize their sales, but those costs will be the responsibility of the individual florist.

- **Tradewinds Tool Box:** A list of materials and aids available from Tradewinds, designed to help you and your customers sell more roses in July.
 1. Media Packet: Ideas, instructions and materials to take advantage of the power of the media without a lot of expense.
 2. Digital versions of various sales aids
 - a. Brochures for Sales Staff to distribute
 - b. 11x14 Colored Posters
 3. Internet Resources: Websites that will feature and follow the progress of Rose Month for Kids.
 - www.childrenoftheflowers.org (Update in Progress)
 - www.yourlocalneighborhoodflorist.com (Pending Website)
 4. Enlisting other Media opportunities to promote the entire program.

- **Fundraising 101, Thoughts to share with florists about fundraising:** Most people have kind hearts and are more than willing to help those in need, especially if it is for children. This is the most important thing to remember if you are trying to raise money...people want to help kids! Here is a list of things that will help you tap into that part of human nature, and make your fundraising efforts more productive.
 1. Be brave: Share your feelings. Tell people what it is that you are trying to accomplish, and how you feel about it.
 2. Be sensitive: to other people's feelings, and
 3. Don't be offended or discouraged by the word "NO":
 4. Find Partners:
 5. It's all about numbers: fund raising, like sales, is a game of numbers. The more contacts you can make, the more money you will raise.
 6. Expand your horizons
 7. Network
 8. Spread the word

9. Be a community Leader, most florists are.
- **Logistics:** It is important to remember that projects need to be planned with consideration of required lead times for shipping and delivery. Make sure that people know ordering deadlines. Here the wholesaler needs to make that information clear and also work with the groups and organizations to design the program around those requirements.
 - **Ways to Sell Roses, Raise Money for a Good Cause, and Make Money In July.**
One of the main goals of Rose Month for Kids is to sell more roses. Commit to donating a certain amount for each rose that you sell in July. That way you will sell a lot of roses, and also do something for your community. Here a few examples of ways to accomplish that. There are a number of additional ideas in the next section "Additional Traditional Rose Sales."
 1. A special lower price for regular rose arrangements, or boxed roses. A portion of the sales will go to the designated charity.
 2. Partner with the local chamber of commerce, Rotary, or other community organization to sell roses to raise money for their favorite children's project. Could pre-sell roses for a week or two, purchase them all done from the wholesaler, then distribute them on a particular day. Taking advantage of all the organization's members to do the distribution. This is the concept that many Rotary clubs use, and it makes a great community project bringing everyone together as a team.
 3. A variation on the prior idea would be the florist sells certificates for a dozen roses to an organization in bulk, at a discounted price. The group then goes out and sells the certificates to the people in the community, and those people bring them into the flower shop to be redeemed for the roses. The group keeps the extra money and the florist gets lots of customers into their shop. Like other coupons, there are usually a number of people who never redeem the coupons, and that amount stays with the florist.
 4. Remember the little red artificial poppies that the veterans used to sell each year? You could gather a community group together and do something similar to that. Start by getting the word out to your community that on the chosen day roses will be given out in your community for a suggested donation amount. This will be done to celebrate; raise money for; in memory of; or for whatever purpose you choose. You sell the roses to the organization and they hand them out around town and collect the donations. It has a lot of potential, but is just a basic concept. Like each idea listed in this outline, the projects must be customized to meet the needs of the individual situation.

Keys to Success:

- Be Proactive and be Intense! Do not miss a single potential rose sale. Create a sense of urgency, a mindset of victory!
- Take advantage of all these tools and ideas to focus your sales staff on selling every rose they can sell during July. This is also a great way to create momentum to carry over after July has passed into August. "No order leaves the building without a rose on it!!!"
- Set a Goal for Rose Sales in July.
 1. Determine your rose sales in July 2008 and project a 20-40% increase for 2009.
 2. Find out how many roses you sold for Valentine's Day week and make that number your goal for the month of July
 3. Share your goals with your staff, or better yet, let them help make the goals.
 4. Post your goals for all to see and update your weekly progress.
 5. Share your goals with your customers, make them part of the project.
- Encourage your sales staff; invite them to become actively involved in this program.
 1. Enlist their ideas, they are the ones who know what their customers need and want, and they can help create the tools for others on your team to use to sell more product.
 2. Offer some extra incentive if they make their goals.
 3. Split your sales team in 2-3 teams, you can set up a competition between teams with a reward to the winning team.
 4. Invite them to make their own donation to these causes. It will give them a sense of ownership and an additional reason to promote rose sales.
- The more you can do to make yourself indispensable to your customers, the less business your competition will have.

- There are two ways to move your inventory. You can either “**PUSH IT**” out your door by working harder to convince your customer to buy what you have, or you can work at creating a demand for your customers, and they will “**PULL IT**” out your door. If you create a mix of both methods you will be a winner...both coming and going.
- Take advantage of the broad network of other Tradewinds wholesalers. Combined they represent centuries of experience. Talk among yourselves and share problems, ideas, failures and successes.
- Ask Questions: The only dumb question is the one that you didn't ask. Tradewinds is here to help you. That is all part of our mission. It is our job to serve you and we really enjoy our jobs! Please Call.

Disclaimers and Legal Type Stuff:

- Rose Month for Kids will run from Wednesday, July 1st through Friday, July 31st.
- The program “July, Rose Month for Kids” and the related marketing materials are the property of Tradewinds International and Children of the Flowers International.
- The participating retail florist has the freedom to decide what format that their fundraiser will take and what level of donations they will be making as long as it is in the spirit of the concept.
- The participating retail florists will be responsible for distributing all of the money raised through the July, Rose Month for Kids program and reporting the total donations to Tradewinds, through their wholesale florist.
- Although the program is voluntary, all participants are expected to conduct their fundraising activities with the highest level of honesty and integrity.
- Tradewinds International and its member wholesale florists are merely assisting to facilitate this program, and not responsible for the actions of individual florists.
- Neither Tradewinds nor participating wholesale florists will collect or distribute any monies raised by the individual retail florist; that will be their responsibility.
- Tradewinds International, participating wholesale florists, and the participating Tradewinds farms will partner together on a separate fundraising project, not associated with the retail florists. This project will be to support children in the countries where the flowers are grown.