

Connect with the Girl!!!



One of the most important actions you can take to create a successful Prom season is to connect with the girl. By doing so, you will not only increase business and average sales, but also eliminate some of our biggest frustrations in the floral industry when it is Prom time.

Here's how to make sure that doesn't happen, and how to get your corsage sales to go up.

1. Go to the in school prom shows. This allows you to be a LEADER and show them what you have to offer that is different than your competitors.
2. Set up ambassadors. This creates a buzz around the school with your name, and again, shows you as a LEADER.
3. Create Prom All Stars group. Not only are these groups valuable at Prom time, but they can be worked with for everyday referrals as well.

Do a fundraiser in support of school groups. Most schools have many groups raising money for projects. In my school, it was the band. Find out who it is in your neighborhood. Look to work with multiple groups within the schools as well.

What happens when you connect with the girl for just one school (actual shop experience in Cincinnati, OH):

1. Average corsage order went up \$7 (\$22 to \$29) = 30%
2. Increased volume of orders 33% (25 more orders than the year before)
3. Increased percentage of business from school by 17.5% (total couples at dance was 200)
4. Increased revenue for weekend \$1300

Increased profit from one weekend \$1000!!!!

There are many more ideas on our website at www.creationsbyfitzdesign.com under the marketing header.

Wishing you a successful Prom 2009!!!

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More styles More colors More memorable