

# Boost Profits with Plants



Customers love plants and perceive value in their longevity. Grow plant sales by following these best practices:

## Create Optimal Storage Conditions

- All plants need light. Natural light is best, but some plants will do well under fluorescent lighting. Generally, flowering plants need the most light, while foliage plants can do well under lower light conditions.
- Not all plant varieties require the same watering frequency. Set up a simple schedule to water plants as needed according to their variety, versus watering all plants at the same time.
- Plants should not be allowed to dry out or wilt, yet they should not be left sitting in water.
- If repotting or replanting, make sure there is proper drainage to ensure plant longevity.
- Plants should be stored in a cool environment between 65°–72° F (18°–22° C). Do not keep plants in direct sunlight or directly under ceiling fans or cooling and heating vents.

## Manage Inventory Efficiently

- Keeping plants in your shop for too long is inefficient and costly. Keep a large enough inventory to look impressive to the customer, but small enough to be sold through quickly.
- All plants leaving your shop should have a tag identifying the type of plant and instructions for its care. Preprinted tags are available at your wholesaler; or create a custom tag with information about the plant and your shop.

## Incorporate Interesting Varieties

- From poinsettias during Christmas to daffodils in the spring, certain seasonal varieties are guaranteed customer favorites. However, there are opportunities to incorporate more unusual offerings within these seasons and every day.
- Orchids and succulents continue to gain popularity, especially with younger customers. Look into local growers for interesting varieties.
- Explore creative combinations of flowering and green plants, but only combine varieties with similar care requirements for longevity.

## Upgrade and Accessorize

- To increase average order value (AOV) on plants, suggest add-ons and upgrades such as ribbon, butterflies, dried materials, and high-value containers. Plus, balloons, greeting cards and even fresh flowers can be easily added to any plant sale.
- Green plants of any size can be very profitable, especially if placed in interesting containers such as one from Teleflora's Jardinière Collection. Upgraded containers can transform an ordinary plant into an attractive gift.
- Orchids and succulents easily thrive in unusual containers, as they require little to no soil. Try using glass containers filled with rocks or moss, or a container from Teleflora's Cube Collection, which is perfect for small orchids.
- For a personalized gift, suggest one of Teleflora's keepsake containers. Teleflora's Chevy Pickup, Hello Baby Elephant or Be Happy® Mug all work great with a plant or two.

*"The updated Plants section in this FSG includes so many new and fresh designs created with plants and containers that are easy to source. It will definitely help me increase my customer base—especially with younger consumers who love succulents and other plants."*

*— Tim Farrell, AIFD, AAF, PFCI, Farrell's Florist, Drexel Hill, PA*

## Market Your Plant Skills

- It is important to communicate the types of plants you carry, and if you offer any plant services such as custom planting, repotting or even "plant hospital" care if you have a greenhouse to rehabilitate customers' struggling plants.
- Your website is a great place to showcase your plant offerings. Merchandise unique items such as Teleflora's Regally Yours Orchid or the Desert Beauty Succulent Garden to communicate to online shoppers that your shop offers exciting plant products.
- If you do custom plant work, post "action" photos taken in your greenhouse, planting shed or on your workbench to your social media pages to show off your plant expertise and attract new plant customers.



Standard TEV50-1A  
approx. 19½" (w) × 22½" (h)



Deluxe TEV50-1B  
approx. 21" (w) × 23¾" (h)



Premium TEV50-1C  
approx. 21¼" (w) × 23¾" (h)



Standard TRS12-1A  
approx. 20½" (w) × 23½" (h)



Deluxe TRS12-1B  
approx. 21" (w) × 23½" (h)



Premium TRS12-1C  
approx. 23½" (w) × 23½" (h)

## Teleflora's Lavender Splendor Bouquet

### TEV50-1A All-Around Arrangement

#### A. Flowers & Foliage

| ST                               | DX       | PM       |                       |       |
|----------------------------------|----------|----------|-----------------------|-------|
| TEV50-1A                         | TEV50-1B | TEV50-1C |                       |       |
| 12                               | 18       | 24       | roses, 50cm, lavender | _____ |
| 8                                | 10       | 12       | stems lemon leaf      | _____ |
| Total Wholesale Cost             |          |          |                       | _____ |
| A. Retail = Wholesale Cost × 3.5 |          |          |                       | _____ |

#### B. Hard Goods

|                                |   |   |  |                                |       |
|--------------------------------|---|---|--|--------------------------------|-------|
| 1                              | 1 | 1 | luxurious lavender vase, teleflora, 16R100 | _____                          |       |
|                                |   |   |  | shipping and handling estimate | _____ |
| Total Wholesale Cost           |   |   |  | _____                          |       |
| B. Retail = Wholesale Cost × 2 |   |   |  | _____                          |       |
| TOTAL A + B = C                |   |   |  | _____                          |       |
| Labor (C × .25)                |   |   |  | _____                          |       |
| <b>GRAND TOTAL (C + Labor)</b> |   |   |  | _____                          |       |

## Hey Gorgeous Bouquet

### TRS12-1A All-Around Arrangement

#### A. Flowers & Foliage

| ST                               | DX       | PM       |                       |       |
|----------------------------------|----------|----------|-----------------------|-------|
| TRS12-1A                         | TRS12-1B | TRS12-1C |                       |       |
| 12                               | 18       | 24       | roses, 60cm, lavender | _____ |
| 2                                | 2        | 2        | stems oregonia        | _____ |
| 4                                | 6        | 6        | stems lemon leaf      | _____ |
| Total Wholesale Cost             |          |          |                       | _____ |
| A. Retail = Wholesale Cost × 3.5 |          |          |                       | _____ |

#### B. Hard Goods

|                                |   |   |   |                                |       |
|--------------------------------|---|---|---|--------------------------------|-------|
| 1                              | 1 | 1 | 8" gathering vase, clear, syndicate sales, no. C940 | _____                          |       |
|                                |   |   |   | shipping and handling estimate | _____ |
| Total Wholesale Cost           |   |   |   | _____                          |       |
| B. Retail = Wholesale Cost × 2 |   |   |   | _____                          |       |
| TOTAL A + B = C                |   |   |   | _____                          |       |
| Labor (C × .25)                |   |   |   | _____                          |       |
| <b>GRAND TOTAL (C + Labor)</b> |   |   |   | _____                          |       |



Standard TNB07-1A  
approx. 11¼" (w) × 12¾" (h)



Deluxe TNB07-1B  
approx. 11¼" (w) × 12¾" (h)



Premium TNB07-1C  
approx. 11¼" (w) × 13¼" (h)



Standard TNB08-1A  
approx. 11½" (w) × 13" (h)



Deluxe TNB08-1B  
approx. 11½" (w) × 14½" (h)



Premium TNB08-1C  
approx. 13" (w) × 14½" (h)

## Teleflora's Hello Sweet Baby Bouquet – Blue TNB07-1A One-Sided Arrangement

### A. Flowers & Foliage

| ST       | DX       | PM       |  |       |
|----------|----------|----------|--|-------|
| TNB07-1A | TNB07-1B | TNB07-1C |  |       |
| 3        | 6        | 7        | roses, 50cm, white                       | _____ |
| 3        | 3        | 3        | carnations, yellow                       | _____ |
| 3        | 3        | 4        | stems delphinium, light blue             | _____ |
| 1        | 1        | 1        | stem chrysanthemums, button spray, green | _____ |
| ¼        | ¼        | ¼        | stem parvifolia eucalyptus               | _____ |
| ½        | ½        | ½        | stem dusty miller                        | _____ |
|          |          |          | Total Wholesale Cost                     | _____ |
|          |          |          | A. Retail = Wholesale Cost × 3.5         | _____ |

### B. Hard Goods

|                                |   |   |   |       |
|--------------------------------|---|---|---|-------|
| ⅓                              | ⅓ | ⅓ | block floral foam   | _____ |
| 1                              | 1 | 1 | hello baby elephant with blue "hello baby!" pick, teleflora, 18N100 | _____ |
|                                |   |   | shipping and handling estimate                                      | _____ |
|                                |   |   | Total Wholesale Cost  | _____ |
|                                |   |   | B. Retail = Wholesale Cost × 2                                      | _____ |
|                                |   |   | TOTAL A + B = C   | _____ |
|                                |   |   | Labor (C × .25)   | _____ |
| <b>GRAND TOTAL (C + Labor)</b> |   |   |   | _____ |

## Teleflora's Welcome Little One Bouquet TNB08-1A All-Around Arrangement

### A. Flowers & Foliage

| ST       | DX       | PM       |  |       |
|----------|----------|----------|--|-------|
| TNB08-1A | TNB08-1B | TNB08-1C |  |       |
| 3        | 5        | 8        | roses, 50cm, white                         | _____ |
| 1        | 1        | 1        | stem alstroemeria, white                   | _____ |
| 2        | 3        | 3        | stems delphinium, blue                     | _____ |
| 2        | 2        | 2        | stems chrysanthemums, button spray, yellow | _____ |
| ⅓        | ⅓        | ⅓        | stem bupleurum                             | _____ |
| ½        | ½        | ½        | stem dusty miller                          | _____ |
| 1        | 1        | 1        | stem leatherleaf fern                      | _____ |
|          |          |          | Total Wholesale Cost                       | _____ |
|          |          |          | A. Retail = Wholesale Cost × 3.5           | _____ |

### B. Hard Goods

|                                |   |   |   |       |
|--------------------------------|---|---|---|-------|
| ⅓                              | ⅓ | ⅓ | block floral foam                             | _____ |
| 1                              | 1 | 1 | baby block with blue liner, teleflora, 97N800 | _____ |
|                                |   |   | shipping and handling estimate                | _____ |
|                                |   |   | Total Wholesale Cost                          | _____ |
|                                |   |   | B. Retail = Wholesale Cost × 2                | _____ |
|                                |   |   | TOTAL A + B = C                               | _____ |
|                                |   |   | Labor (C × .25)                               | _____ |
| <b>GRAND TOTAL (C + Labor)</b> |   |   |   | _____ |