

# THE BUSINESS OF SELLING FLOWERS

The Business of Growing Flowers Course  
Module 5 Managing customers and suppliers  
Lesson 2 Assertiveness

**What are your key values?** Use words that describe how you feel and how you work, e.g Laid back, Detailed, To a style,

**What are you selling?** Write the details of the main products that you sell, e.g A mixed bouquet of seasonal flowers in season / bespoke wedding flowers for the bridal party.

**When and where do you want to sell it?** e.g I'll sell to those who contact me via email, phone or fb messenger, and i'll deliver to them, or they can collect

**How much will it cost?** be precise, you should know prices, or at a minimum a range e.g small bouquets are £25, Bridal bouquets are between £75 and £125.

**When will payment need to be made?** on collection, by cash or cheque / 2 weeks in advance of delivery for Bridal bouquets.

So, now you can say straight away whether the following customers are right for you or not.

- 1) It's September A potential customer rings asking if you can do a Large Bouquet with the main colour as blue for delivery into London.
- 2) It's December A potential customer rings asking if they can meet you about wedding flowers for their daughter in August. They are going to want personal flowers, and the church decorated on the Bank Holiday weekend.
- 3) It's April A potential customer contacts you via facebook asking for a bouquet to be delivered to their sister who is just down the road from you. They want lots of bright colours.
- 4) It's July, A potential customer phones wanting a large order of flowers for a party next week.
- 5) It's May, A potential customer wants you to supply them with 3 bouquets every week for the next year.