

# STOP LOOKING LIKE EVERYONE ELSE.

Elevate your online presence and go from *meh* to magnetic.



# Pursue your passion and make more money.

We are a complete website management solution, members-only wholesaler, floral community, podcast, a wealth of industry knowledge, business consultant, an honest team, and the best support system for florists today.

With a Flower Clique membership, you get it all for one low monthly rate.

**Create new possibilities across all aspects of your business - no heavy lifting required. 🥰**



**Vonda LaFever**  
AIFD, PFCI, CFD

Our CEO, fearless founder/leader, & energizer bunny.

# We're an all-women team that empowers you with tools and services to elevate your retail floral business.

We're all about connection and we're florist-obsessed.

Our membership offers florists the support equal to a **part-time employee and business partner**, all at one low monthly rate.

*(plus the support of our 200+ other members across the US & Canada!)*



**Ellie LaFever**

Creative Director, philomath, photographer & idea machine.



**Lori**

Director of Community; the glue that holds us together.



**Kami**

Director of Membership; triplet mom; e-comm genius.



**Audrey**

Product Manager, Farm-to-Flower Shop expert; creative wingwoman.



**Denise**

OneClique Specialist, website mastermind & efficiency-obsessed.



**Leslie**

Customer Success Specialist, multitasker and researcher.



**Allie**

OneClique Merchandiser, boy mom, fast as lightning.



**Katy**

Director of Sales, fearless optimist, relentless go-getter.

# ONE MEMBERSHIP. ALL-ACCESS.

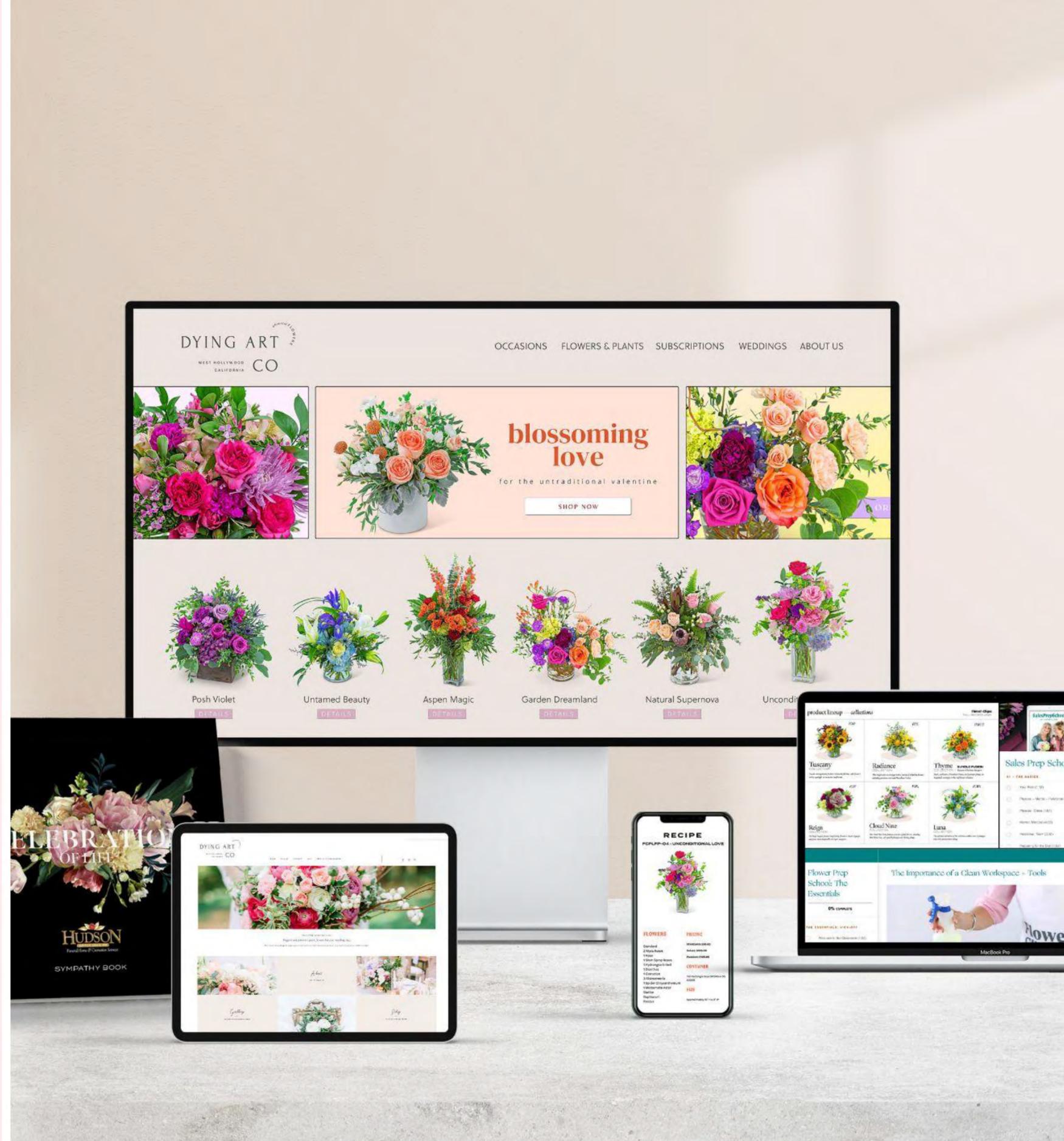
- Total Website Management
- White-Glove Concierge
- Business Consultant
- Wholesale Flowers
- E-commerce Library with 700+ Products
- Quarterly Photoshoots
- Celebration of Life Guide
- Online Wedding Lookbook
- Facebook Posts 2x Weekly
- Florist Community
- Founded by Women
- Support Flower Farmer Families

# ONEClique

SIMPLIFIED E-COMMERCE SOLUTIONS

## E-Commerce Management, Merchandising, & Full-Time Concierge

- Library of 700+ FC-Exclusive Products
- Facebook & Google Posts
- Separate Customized Wedding Website
- *Farm to Flower Shop* Wholesale Flowers
- Celebration of Life (Sympathy) Guide
- Members-only community with online resources, recipes, and guides
- The most supportive florist's community



A membership that  
inspires a better  
way to work.



## **Our membership offers a better way to take control and manage your website & e-commerce.**

We have the expertise for most floral website platforms with partnerships that allow us to work together seamlessly.

- Limited number of containers
- Limited number of flowers
- On-trend designs and color palettes
- Easy to replicate
- Data-driven results
- Flower bundles that match all designs on website, from farm to flower shop

**A fully outsourced solution for the local florist to free up their time + energy.**



PAID SERVICE

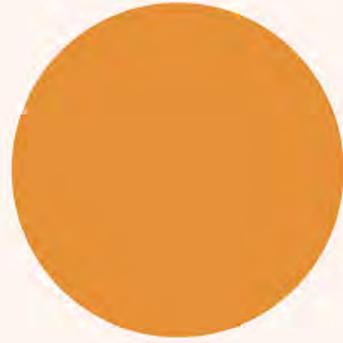
## ONEClique

White-Glove E-Commerce  
Service & Full-Time Concierge

Customizations & SEO  
Optimization

Google My Business &  
Facebook Posts

Custom Wedding Website

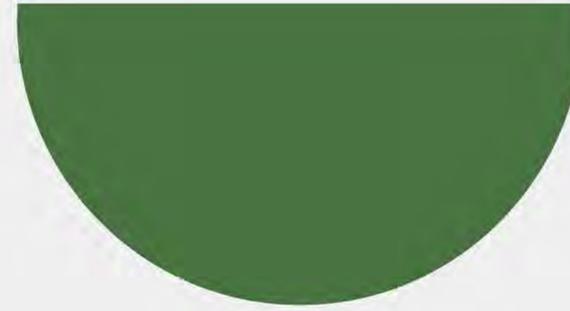


INCLUDED IN  
MEMBERSHIP

1 - Access to our simplified  
Farm to Flower Shop  
Ecosystem

2 - Access to Celebration of  
Life Guide (Digital & Print)

3 - Members-only community  
with 700+ recipes and images,  
worksheets, guides &  
education



ONLINE  
EDUCATION

## FlowerPrepSchool BY FLOWER CLIQUE

## SalesPrepSchool IT'S TIME TO SELL BETTER



YouTube

Webinars and  
Sessions



FLORIST  
COMMUNITY

1 - The Business & Pleasure of  
Flowers Facebook Group

2 - The Business & Pleasure of  
Flowers Podcast

3 - Meetings and  
Roundtables

Trusted Florist Network

# Buds & Blooms

“I used to spend so much time spending late nights and weekends self managing my website. Not anymore! Their “One Clique” service is incredible. Our conversion rate is 11% and our average website order for August was \$112!!!! They are my *not-so-secret* secret weapons to my flower shop's success.”

Julie at Tacoma Buds and Blooms

# Especially For You FLORIST

“Flower Clique is an integral part of my online business. The FC gals have created a community that helps the retail florist on many levels. What makes them different is that they look at the business from designing product offerings, to marketing, to procuring flowers and hardgoods for those unique designs... I highly recommend FC to any florist that wants to take control of their online presence and increase sales, productivity and inventory control.”

Steve at Especially for You Florist

Flower Clique

Write a review

5.0 ★★★★★ 25 reviews ⓘ

People often mention

All business 12 team 10 website 10 florist 9 +5

Sort by

Most relevant Newest Highest Lowest

R Rodney Johnson  
1 review

★★★★★ 3 months ago

The Gals at Flower Clique are great to work with. I highly recommend them. They have helped me keep my Business profitable. When you have a small floral shop like mine, and your doing most everything your self, their expertise helps. Flower Clique keeps your website fresh and and your social Media exciting for your customers.

Like

Response from the owner 3 months ago

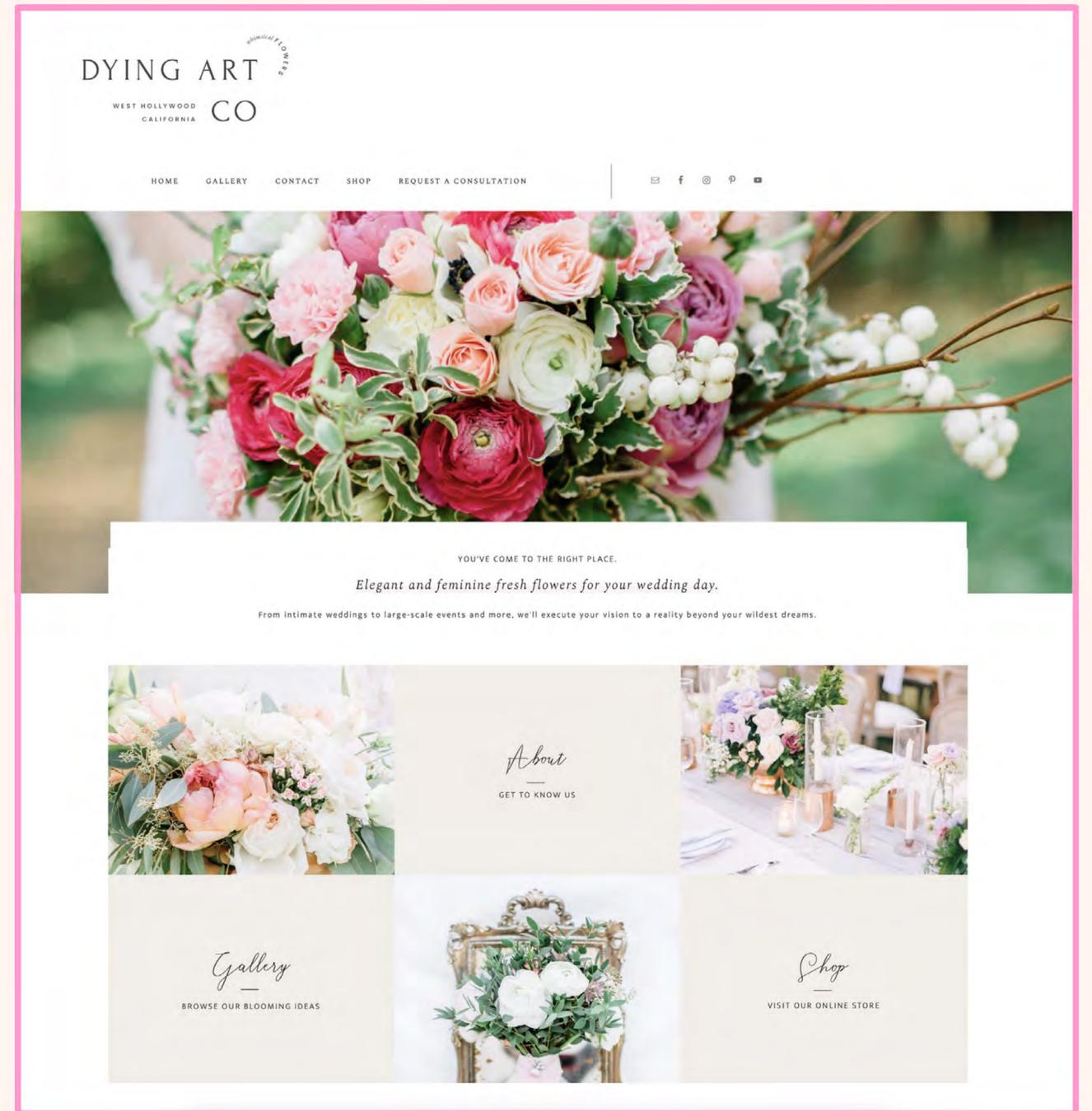
Thank you, Rodney. I can't think of a nicer guy I'd rather work with! Thank you for the referrals you've sent our way. We love helping your flower shop with your online presence and watching it do so well!

S Steve Rogala  
2 reviews

★★★★★ 3 months ago

I highly recommend evaluating Flower Clique when considering using a Floral Business Consultant. I feel it is more than a service, but also a tight-knit, like-minded community of professionals willing to

# CUSTOMIZED WEDDING WEBSITE



# CUSTOMIZED CELEBRATION OF LIFE GUIDE



# MIX 1



Isle of Tahiti  
USD109.00



Cloud Nine  
USD85.00



Simply Cosmopolitan  
USD59.00



Red Roses (6)  
USD49.00



Kaleidoscope Dream  
USD99.00



Blooming in Color  
USD95.00



Positano Sunset  
\$69.00



Deal of the Day  
\$39.00



Morning Thyme  
\$89.00



Mango Showstopper  
\$145.00



# Cloud Nine Collection

RECIPE FOR  
FCPL-01 LOVE YOU BUNCHES  
FCPL-05 SWEETEST THING

**FCPL CLOUD NINE**  
1 FULL BUNDLE + PARTIAL BUNDLE



USE:

- 6 Myra Roses
- 2 Matsumoto Asters
- 2 White Hydrangea - sprayed lavender
- 2 Pink Alstroemeria
- Statice or Limonium (partial stem)
- 1 Parvfolia

+



2 BUPLERUM

+



5X8" GLASS CYLINDER

OR



5" CERAMIC



FCPL-01

**Love You Bunches**

\$125 · \$135 · \$145



FCPL-05

**Sweetest Thing**

\$125 · \$135 · \$145

# MAGENTA



==



Our Magenta bouquet fulfills any of these Flower Clique exclusive designs featured on your website. We call it... **“Have what you sell; sell what you have!”**

→ GET THE PICTURE?





# Magenta Collection

RECIPE FOR  
FCPH-02 MAJESTIC MAGENTA  
FCPH-05 TAHITI ESCAPE



**FCPH MAGENTA**  
1 FULL BUNDLE

USE:

- 4 Roses
- 3 Carnations
- 3 Stems Miniature Carnations
- 1 Hydrangea
- 1 Eryngium
- Silver Dollar Eucalyptus
- Parvifolia

+



**PARVIFOLIA**  
IF NEEDED

+



**5" GLASS CYLINDER**

OR



**5" CERAMIC**

OR



**5" WOOD BOX**



FCPH-02  
**Majestic Magenta**  
\$95 · \$105 · \$115



FCPH-05  
**Tahiti Escape**  
\$99 · \$109 · \$119

### Flower Clique

EXCLUSIVE MIX 1 BUNDLES

<b>FCRV RED VELVET</b> <b>15 Stem Bouquet</b> 3 Red Myra Roses 3 Polaris Roses 4 Parvillo Eucalyptus 2 Cascadia \$14.95 each 10 / box \$149.50 box	<b>FCOP MALIBU</b> <b>17 Stem Bouquet</b> 3 Milky/Free Spirit Rose 5 Peach Camellias 2 Coral Spray Rose 3 Peach Hydrangea Berry 3 Milk Cream Hydrangea 2 Parvillo Eucalyptus \$14.95 each 8 / box \$119.60 box
<b>FCOP MANGO</b> <b>21 Stem Bouquet</b> 4 Orange Alstroemeria 6 Hot Pink Camellias 2 Bright Red Myra Roses 3 Orange Roses 3 variegated pittosporum \$18.25 each 6 / box \$109.50 box	<b>FCPL CLOUD NINE</b> <b>13 Stem Bouquet</b> 4 pink Myra roses 2 ink matsumae 2 white hydrangea 1 lavender stice 2 parvillo eucalyptus \$14.59 each 12 / box \$175.08 box
<b>FCYL RADIANCE</b> <b>17 Stem Bouquet</b> 3 Yellow Rose 3 Yellow Alstroemeria 3 Cascadia 2 Yellow Pincushion Protea 2 Parvillo Eucalyptus 2 Variegated Pittosporum \$13.95 each 10 / box \$139.50 box	<b>FCWB LUNA</b> <b>16 Stem Bouquet</b> 1 Blue Hydrangea 1 Blue Eranthis 2 White Oriental Lily 2 White Lisianthus 2 White Spray Rose 1 Blue Grass 1 Green Pittosporum \$17.50 each 8 / box \$140.00 box
<b>DIANCE</b> <b>17 Stem Bouquet</b> 3 yellow roses 1 blue Hydrangea 3 cressida 1 yellow pincushion protea 1 yellow eucalyptus 1 red pittosporum \$17.50 each 8 / box \$140.00 box	<b>FCPL CLOUD NINE</b> <b>13 Stem Bouquet</b> 4 pink Myra roses 2 ink matsumae 2 white hydrangea 1 lavender stice 2 parvillo eucalyptus \$14.59 each 12 / box \$175.08 box
<b>FCWB LUNA</b> <b>16 Stem Bouquet</b> 1 blue Hydrangea 1 blue Eranthis 2 white Oriental Lily 2 white Lisianthus 2 white Spray Rose 1 blue Grass 1 green Pittosporum \$17.50 each 8 / box \$140.00 box	<b>#4 MIXED BOX</b> 3 purple roses 1 light purple rose 1 deep purple camellias 1 mini camellias 1 stringum 4 parvillo eucalyptus 2 silver dollar eucalyptus \$15.20 each 8 / box \$121.60 box

### FARM TO FLOWER SHOP

Flower Clique

#### RECIPES FOR

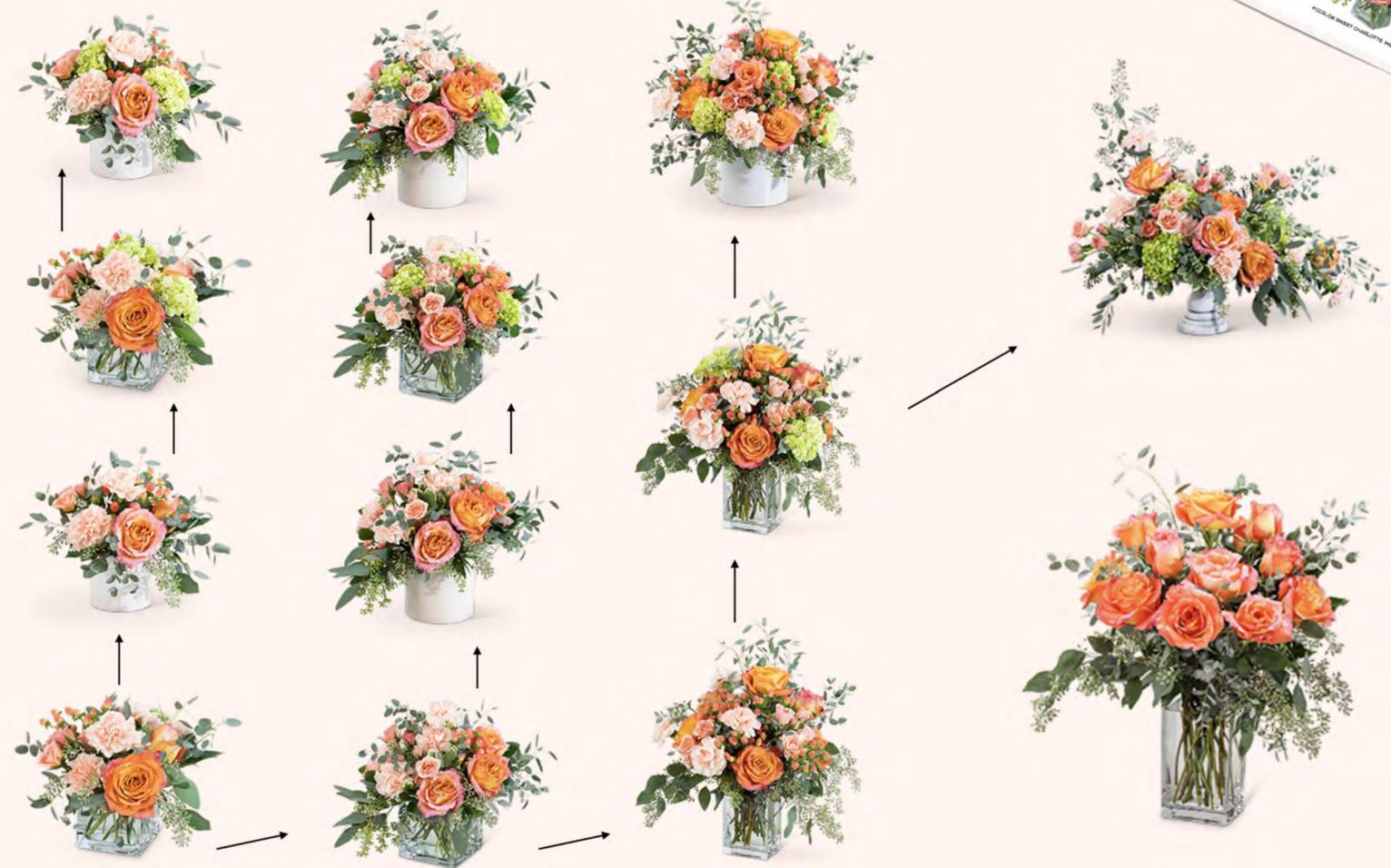
FCRV-14 MALIBU BIKES  
 FCOP-08 SWEET CHARLOTTE

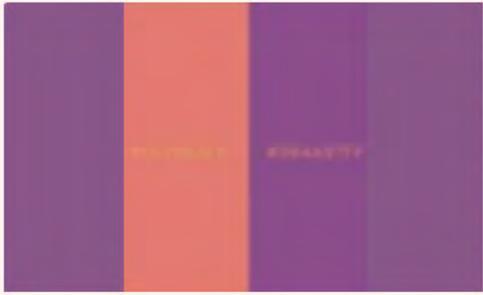
**TOTAL BUNDLE #4**  
 FCPL BOUTIQUE

USE:  
 8 ROSES - 8 BEACH CAMELLIAS - 2 STARS CORAL  
 10 PINK ROSES - 8 STARS HYDRANGEA BERRY  
 5 PINK GREEN HYDRANGEA - GREEN EUCALYPTUS

RECIPE GUIDE

FCRV-14 MALIBU BIKES  
 FCOP-08 SWEET CHARLOTTE





# kaleidoscope

COLLECTION



## *Kaleidoscope Collection — Bundle Fusion*

**RECIPE FOR  
FCCRPH-03 GARDEN DREAMLAND**



**FCCR MALIBU & FCPH MAGENTA**  
1/2 BUNDLE OF EACH

USE:

- 1 Purple Hydrangea**
- 1 Mini Green Hydrangea**
- 3 Roses**
- 1 Stem Spray Rose**
- 4 Carnations**
- 2 Stems Miniature Carnations**
- Eryngium (Partial Stem)**
- 2 Hypericum Berry**
- Parvifolia**
- Silver Dollar Eucalyptus**

+



**CURLY WILLOW**

+



**PARVIFOLIA/GUNNI**  
**(IF NEEDED)**

+



**5"** GLASS CYLINDER



FCCRPH-03

### Garden Dreamland

\$105 · \$115 · \$125

# MIX 2



Sweet Honey  
\$59.00



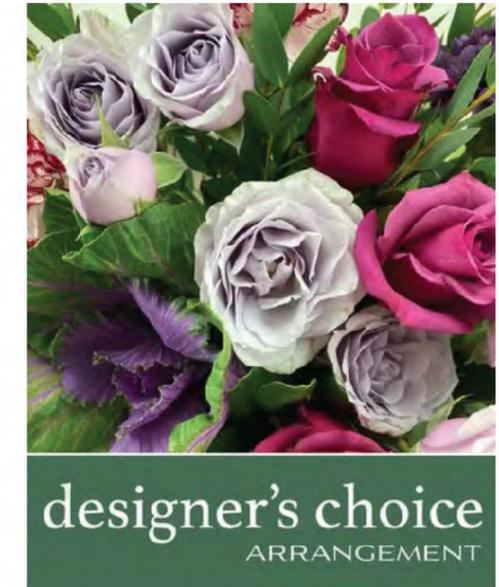
Bellini Sunset  
\$109.00



Rose Revival  
\$79.00



Skylark Song  
\$89.00



Designer's Choice Arrangement  
\$69.00



Poetic Rose  
\$85.00



Canary Light  
\$59.00



Spanish Flamenco  
\$159.00



Higher Love  
\$135.00



Pure Sanctuary  
\$99.00

## Manhattan Collection

RECIPE FOR  
FC2PC-02 LOVE LANGUAGE  
FC2PC-04 MANHATTAN MAGIC



**FC2PC MANHATTAN**  
1 FULL BUNDLE

USE:  
3 Lavender Rose  
2 Pink Rose  
4 Dark Purple Carnation  
1 Soft Pink Spray Rose  
2 Peach Mini Carnation  
2 Pink Dianthus  
1 Purple Dianthus  
1 Peach Hypericum  
2 Parvifolia Eucalyptus



5" GLASS CYLINDER

OR



5" CERAMIC

**Flower & Clique**  
VALENTINE'S DAY 2021 MIX 2



FC2PC-02

**Love Language**

\$95 · \$105 · \$115



FC2PC-05

**Manhattan Magic**

\$95 · \$105 · \$115

## Sun-kissed Collection

RECIPE FOR  
FC2YLOY-01 SUN-KISSED  
FC2YLOY-02 SUN-KISSED FAVORITE



**FC2YLOY CANARY & SPLENDID**  
PARTIAL BUNDLE OF EACH

USE:

2 Sunflowers  
1 Rose  
2 Stems Spray Roses  
1 Spider Mum  
1 Asiatic Lily  
1 Alstroemeria  
2 Carnations  
2 Solidago  
Pittosporum



GREVILLEA FOLIAGE



5" GLASS CUBE

OR



5" WOOD BOX

**Flower & Clique**  
FALL MIX 2



FC2YLOY-01

**Sun-Kissed**

\$79 · \$89 · \$99



FC2YLOY-02

**Sun-Kissed Favorite**

\$79 · \$89 · \$99

# Flower\*Clique

EXCLUSIVE MIX 1 BUNDLES  
MARCH/APRIL MIX 1 ORDER FORM

## FCPL CLOUD NINE



### 13 Stem Bouquet

- 4 Pink Myra Roses
- 2 Pink Matsumoto
- 2 White Hydrangea
- 2 Soft Pastel Alstroemeria
- 1 Lavender Statice
- 2 Parvifolia Eucalyptus

\$14.59 each  
12 / box  
\$175.08 box

## FCFP COSMO



### 20 Stem Bouquet

- 3 Queenberry Roses
- 2 Hot Pink Spray Roses
- 3 Pink Dianthus
- 2 Lavender Moon Carnations
- 3 Pink Alstroemeria
- 2 Pink/Lavender Fuji
- 4 Ruscus
- 1 Variegated Pittosporum

\$15.65 each  
8 / box  
\$125.20 box

## FCPH MAGENTA



### 18 Stem Bouquet

- 3 Purple Roses
- 1 Light Purple Rose
- 3 Deep Purple Carnation
- 1 Purple Hydrangea
- 3 Mini Carnations
- 1 Eryngium
- 4 Parvifolia Eucalyptus
- 2 Silver Dollar Eucalyptus

\$15.20 each  
8 / box  
\$121.60 box

## FCCR MALIBU



### 17 Stem Bouquet

- 3 Milva/Free Spirit Rose
- 5 Peach Carnations
- 2 Coral Spray Roses
- 2 Peach Hypericum Berry
- 3 Mini Green Hydrangea
- 2 Parvifolia Eucalyptus

\$14.95 each  
8 / box  
\$119.60 box

## FCPY BEL AIR



### 16 Stem Bouquet

- 3 Purple Rose
- 3 Dark Purple Carnation
- 3 Yellow Alstroemeria
- 2 Green Mini-Hydrangea
- 2 Purple Dianthus
- 1 Green Ball Dianthus
- 2 Parvifolia Eucalyptus

\$12.90 each  
10 / box  
\$129.00 box

## FCWB LUNA



### 16 Stem Bouquet

- 1 Blue Hydrangea
- 1 Blue Eryngium
- 2 White Oriental Lily
- 2 Blue Limonium
- 2 White Garden Rose
- 3 White Spray Rose
- 4 Bear Grass
- 1 Green Pittosporum

\$17.50 each  
8 / box  
\$140.00 box

# Flower\*Clique

EXCLUSIVE MIX 2 BUNDLES

FALL 2021 ORDER FORM - BUNDLES ON WEBSITE 8/10 - 11/27

## FC2YL CANARY



### 15 Stem Bouquet

- 3 Yellow Roses
- 2 Yellow Spray Roses
- 3 Yellow Alstroemeria
- 2 Yellow Asiatic Lilies
- 3 Solidago
- 2 Green Pittosporum

\$13.10 each  
10 / box  
\$131.00 box

## FC2OY SPLENDID



### 16 Stem Bouquet

- 3 Yellow Sunflowers
- 2 Yellow Spider Mum
- 2 Yellow Spray Rose
- 4 Orange Carnation
- 2 Yellow Solidago
- 2 Green Pittosporum
- 1 Safari Sunset

\$14.10 each  
8 / box  
\$112.80 box

## FC2PC MANHATTAN



### 19 Stem Bouquet

- 3 Lavender Roses
- 2 Pink Roses
- 4 Dark Purple Carnations
- 1 Soft Pink Spray Rose
- 2 Peach Mini Carnations
- 2 Pink Dianthus
- 1 Purple Hydrangea
- 2 Peach Hypericum
- 2 Parvifolia Eucalyptus

\$15.69 each  
8 / box  
\$125.52 box

## FC2PO BRIGHT



### 19 Stem Bouquet

- 4 Orange
- 4 Red
- 3 Hot
- 2 Hot
- 3 Hot
- 3 Hot

## FC2PK FLORENCE



### 20 Stem Bouquet

- 3 Pink Roses
- 2 Pink Spray Roses
- 4 Pink Carnations
- 3 Pink Alstroemeria
- 2 White Snapdragons
- 1 Variegated Pittosporum
- 2 Baby Eucalyptus
- 3 Parvifolia Eucalyptus

\$14.10 each  
8 / box  
\$112.80 box

## FC2BW HORIZON



### 15 Stem Bouquet

- 3 White Roses
- 3 White Alstroemeria
- 1 Blue Hydrangea
- 1 Cremona Mum
- 1 Daisy Spray Mum
- 1 White Oriental Lily
- 1 Blue Eryngium
- 2 White Limonium
- 2 Parvifolia Eucalyptus

\$14.55 each  
10 / box  
\$145.50 box

## FLOWER SHOP ORDER GUIDE BUNDLES

	QTY PER BOX	FC MEMBER PRICE	BOX QTY
FCWB / Luna	12 BUNDLES	175.08	
FCWC / Peach Blossom	8 BUNDLES	125.20	
FCBQMIX7 3 FCCR, 4 FCPL, 3 FCPH	8 BUNDLES	121.60	
FCBQMIX8 2 FCFP, 2 FCWC, 2 FCPY, 2 FCWB	8 BUNDLES	119.60	
FCHYD / HYDRANGEA BOX	10 BUNDLES	129.00	
FCROS / ROSE BOX	8 BUNDLES	140.00	
FCFOL / FOLIAGE BOX	8 BUNDLES	122.00	
FCACC / ACCENT BOX	10 BUNDLES	148.81	
	8 BUNDLES	124.60	
	45 STEMS	96.75	
	150 STEMS	193.50	
	14 BUNCHES	99.00	
	9 BUNCHES	85.00	
TOTAL NUMBER OF BOXES			





# new! Flower Clique

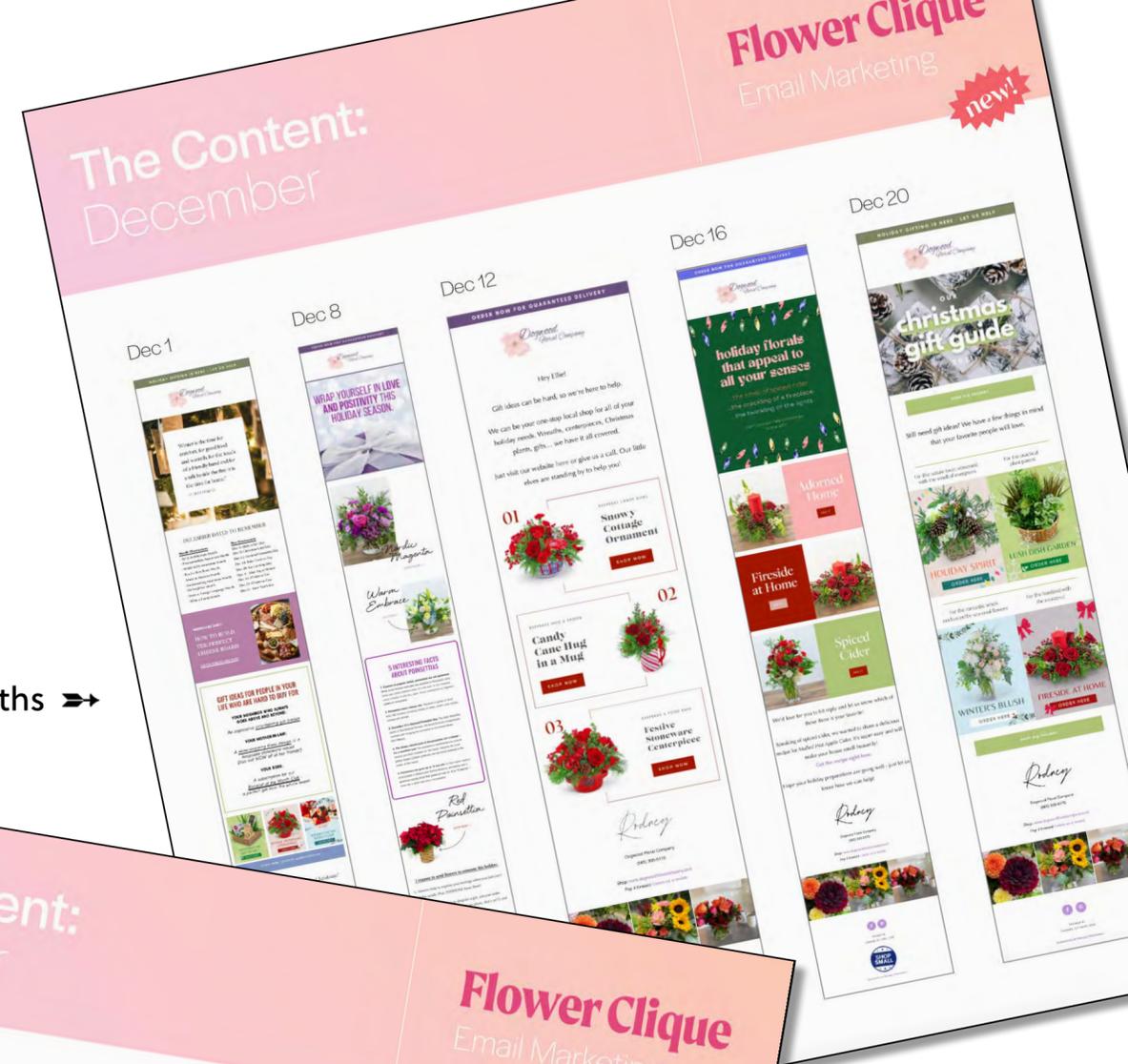
Email Marketing

cut through the noise.

## MEMBERSHIP ADD-ON SERVICE

Customized Email Marketing to Your Customers

Content from previous months ➡



# The Content: Birthday/Anniversary

**Flower Clique**  
Email Marketing

**new!**

Birthday Reminders

Personalized Details

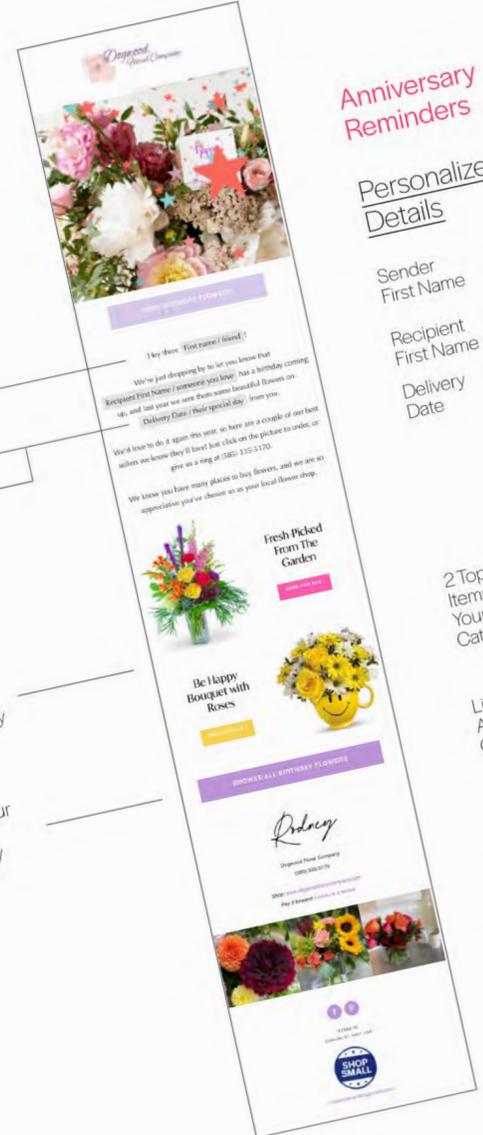
Sender First Name

Recipient First Name

Delivery Date

2 Colorful Items from Your Birthday Category

Link to Your Birthday Category



Anniversary Reminders

Personalized Details

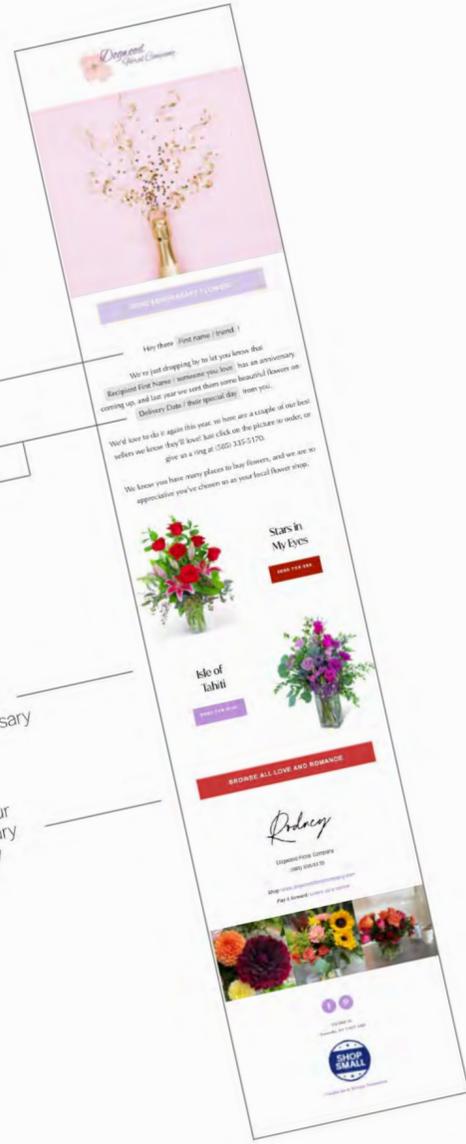
Sender First Name

Recipient First Name

Delivery Date

2 Top-Selling Items from Your Anniversary Category

Link to Your Anniversary Category



# The Details

**Flower Clique**  
Email Marketing

**new!**

## Features + Benefits

**Creative email design with GIFS**

When you make an email fun, light, and beautiful - the odds of a customer opening emails from you consistently over time is greater.

**Catchy subject lines**

Subject lines are everything. We spend time making sure each one is optimized for performance.

**Campaigns designed to sell (but also entertain)**

Warming up the business-customer relationship via email is important, which is why we send newsletters and provide fun content that makes it enjoyable to open. Within these emails, products are weaved in seamlessly in a non "salesy" way.

**Emails sent at optimal days of the week & times**

**Customized to your website in real time**

Not just a link to your homepage... we select specific products from your website across live categories, with custom links to the product pages directly embedded in your emails.

**Cohesive planning**

Your campaigns are made with everyone on our team giving input to make sure they're best-suited for you, specifically. (Custom products, substitutions, social postings, etc - we make sure they all coordinate.)

Apple Podcasts Preview

THE **Business & Pleasure OF FLOWERS**



**The Business & Pleasure of Flowers**  
Vonda LaFever & Lori Wilson

Business  
★★★★★ 4.9 • 21 Ratings

[Listen on Apple Podcasts](#)

SEP 21, 2021  
**Five Ways to Get Through the Unthinkable with Dr. Nicole Price**  
Episode 91: As a follow up from last weeks episode with Dr. Nicole Price, we have a few more nuggets from the interview. Dr. Nicole shares some insight from her book, The Holy Educated Motherf\*cker (Vonda will not even say the name!). Lori follows up with some great words of wisdom from her...

93 episodes  
Vonda LaFever and Lori Wilson, join for advice, insider knowledge, and fun tidbits about everything floral. Everyone loves floral business comes with challenges and sometimes make you forget about...

All Episodes ▾

- We Asked: What's Inspiring You? (Live! from AIFD Symposium 2022)**  
Episode 133: It was a great week at AIFD National Symposium! Vonda, Lori and Ellie were joined by Julie Poeltler to represent Flower Clique at the Partners Showcase, as well as to reconnect with...  
Jul 12 · 36 min 56 sec left
- Celebrate our Freedom!**  
Episode 132: We have so much to be thankful for in our lives and as we have celebrated the independence of America, Vonda and Lori reflect a few that are very important to all of us as well ...  
Jul 5 · 27 min 7 sec
- The Four Most Important Attributes in a Good Boss**  
Episode 131: Vonda and Lori circle back around and recap some really important points from the past four episodes in our Who's the Boss series. Each leadership role might vary, from a shop...  
Jun 28 · 30 min 3 sec
- Who's the Boss? Abby Chick, Best Buds Partnership and Blakemore Flowers**  
Episode 130: Vonda and Lori are joined by returning guest Abby Chick from Blakemore's Flowers in Harrisonburg, VA. Abby shares some great tips for success in managing the relationship with an...  
Jun 21 · 31 min 24 sec
- Who's the Boss? The Next Generation: Derek and...**  
Episode 129: ...

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**Challenging Times with...**  
challenges. Our guest, Mi...  
ugh the recession and the...  
er key to success and words of enc...

**ertone from Floranext Talks E...**  
or anything new for that matter, it's never...  
ast experiences and many years in the floral...  
ts' in the area of learning new technology. In ...



# FlowerPrepSchool

FLOWER SHOP ESSENTIALS

## Course Curriculum

START NEXT LECTURE · Welcome to the Classroom (1:55)

### THE ESSENTIALS: KICK-OFF

- Welcome to the Classroom (1:55) START
- School is in Session: Meet Your Classmate (0:45) START
- Join the Lounge START
- Download the Workbook START

### 01 - KNOW THE PRODUCTS, KNOW THE BASICS

- DCD: Disinfect | Clean | Deodorize (1:14) START
- Quick Dip (0:49) START
- Floralife | Flower Food (1:05) START
- Crowning Glory + Finishing Touch (1:30) START
- Just For Flowers: Color Spray Paint (1:40) START
- Ultra Leaf Shine for Foliage and Plants (0:33) START



## Flower Prep School: The Essentials

0% COMPLETE

### COURSE CURRICULUM

### YOUR INSTRUCTOR

# Flower Prep School: The Essentials

0% COMPLETE

## THE ESSENTIALS: KICK-OFF

- Welcome to the Classroom (1:55)
- School is in Session: Meet Your Classmate (0:45)
- Join the Lounge
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## 01 - KNOW THE PRODUCTS, KNOW THE BASICS

- DCD: Disinfect | Clean | Deodorize (1:14)
- Quick Dip (0:49)
- Floralife | Flower Food (1:05)
- Crowning Glory + Finishing Touch (1:30)
- Just For Flowers: Color Spray Paint (1:40)

## The Importance of a Clean Workspace + Tools



0% COMPLETE

# Making a One-Sided Arrangement



- 06 – Quiz
- 07 – DESIGNER FOUNDATION**
- Single Rose in a Vase (6:26)
- 3 Roses, Vased (2:50)
- One Dozen Roses, Vased (12:26)
- Duplicating a Design from a Picture + Recipe (11:53)
- Making a One-Sided Arrangement (20:58)
- Creating a Design in a Glass Vase (19:51)
- How to Price Out a Design (5:09)
- Design Calculation Worksheets (3:13)
- Design Calculation Spreadsheets (1:51)
- 07 – Quiz
- Sales Cycle in a Year (4:09)
- Course Summary (2:24)

# Flower Prep School

BY FLOWER CLIQUE

## 00 - Course Introduction / Overview / Meet Your Instructors & Your Classmate

### 01- Know Your Product, Know The Basics

DCD: Disinfect, Clean, Deodorize  
Quick Dip  
Floralife  
Crowning Glory + Finishing Touch  
Just for Flowers Spray Dye  
Leaf Shine  
Quick Hack for Knowing Your Product  
Why You ONLY Use Clean Buckets  
Efficient Bucket Washing  
Quiz

### 02- Tools + Technique

Tools of the Trade  
Safe Stem-Cutting with a Floral Knife  
Up Close: Stem-Cutting  
Method 1: Bow-Making  
Method 1: Bow-Making Details  
Method 2: Bow-Making  
Method 2: Bow-Making Details  
Quiz

### 03- Care & Handling

Unboxing  
    Carnations  
    Mixed Varieties  
    Roses  
Processing  
    Carnations  
    Mixed Varieties  
    Roses  
Hydrangea Care  
Guard Petals on Roses  
Removing Stamen from Lilies  
Hypericum Berries  
Proper Cooler Rotation  
Quiz

### 04- Plant Preparation

How to Dress a Green Plant  
How to Dress a Dish Garden

### 05- Elements & Principles of Design

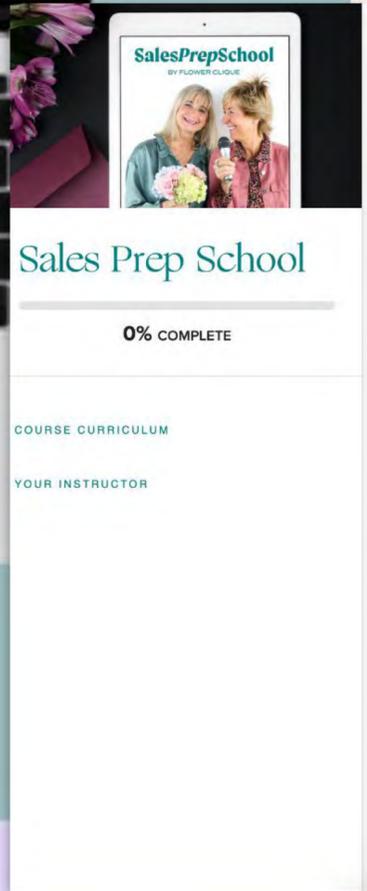
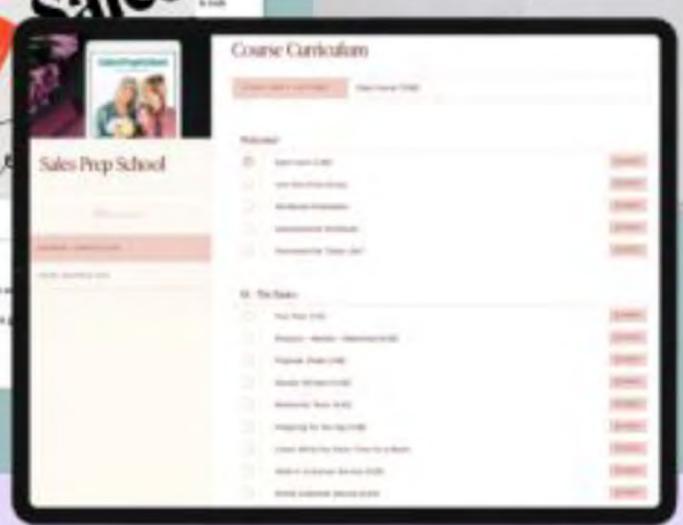
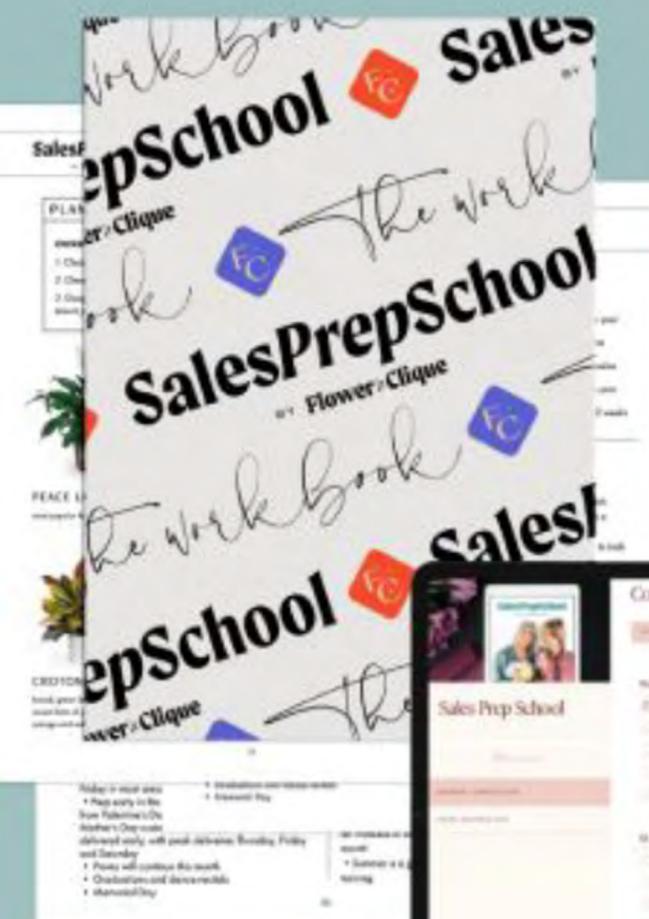
Flower Identification  
Elements of Design  
Principles of Design  
Print and Study  
    Elements of Design  
    Principles of Design  
Quiz

### 06- Designer Assistant

Floral Foam Essentials  
Prepping Containers with Foam  
Pre-Greening  
Hands on: Pre-Greening in Foam  
Hands on: Pre-Greening in Small Vases  
Foliage Lacing Technique  
Hands on: Foliage Lacing in Vases  
Hack: Using Mixed Green Bundles for Vases  
Hack: How to Save Space in the Cooler  
The Importance of a Clean Workspace  
Making Yourself Helpful  
Quiz

### 07- Designer Essentials

Single Rose in a Vase  
3 Roses, Vased  
One Dozen Roses, Vased  
Duplicating a Design from a Recipe  
Making a One-Sided Arrangement  
Creating a Design in a Glass Vase  
How to Price out a Design  
Design Calculation Worksheets  
Design Calculation Spreadsheets  
Quiz  
Sales Cycle in a Year  
Course Summary



## Course Curriculum

START NEXT LECTURE Start Here! (1:56)

### WELCOME!

- Start Here! (1:56) START
- Join the Lounge START
- Download the Workbook START
- Download the Sales-Libs START
- Download the Cheat Sheet START

### 01 - THE BASICS

- Your Role (1:12) START
- Physical - Mental - Relational (0:45) START
- Physical: Dress (1:58) START
- Mental: Mindset (4:06) START
- Relational: Team (3:32) START

# SalesPrepSchool

INTUITIVE SALES TRAINING

# Sales Prep School

0% COMPLETE

## WELCOME!

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- Join the Lounge
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## 01 - THE BASICS

- Your Role (1:12)
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- Physical: Dress (1:58)
- Mental: Mindset (4:06)
- Relational: Team (3:32)
- Preparing for the Day (1:58)

## Physical - Mental - Relational



0% COMPLETE

## 02 - WHO'S CALLING?

- A Conversation with the Sales Girls (7:05)
- Know Your Customer: Who's Calling? (12:45)
- Get Specific: Handling Different Personality Types (13:10)
- Listen While You Work: Know Your Audience

## 03 - ELEVATE

- Pre-Calling for Holidays (7:14)
- How Your Website Relates to YOU (3:22)
- Clique Tip: Being Website-Ready (2:10)
- Common & Popular Flowers and Foliage (7:35)
- Common & Popular Design Styles (5:32)
- What's in the Display Cooler? (2:26)

## 04 - PRACTICE MAKES PERFECT

- Making it Your Own (1:24)
- Everyday (4:39)

# A Conversation with the Sales Girls



# SalesPrepSchool

BY **Flower Clique**

## **00 - Course Introduction / Overview / Download the Course Materials**

### **01-The Basics**

Your Role

Physical - Mental - Relational

Physical: Dress

Mental: Mindset

Relational: Team

Preparing for the Day

Listen While You Work: Time for a Reset

Walk-In Customer Service

Phone Customer Service

Listen While You Work: 4 Must-Know Rules for Customer Service

You Had Me At Hello: 5 Steps to the Perfect Sale

Clique Tip: Tell Me More

Walking Through the Point of Sale Process

Clique Tip: On Delivery Fees

Power Words: Descriptive Words that Sell

How You Respond: It's Make or Break

Get Specific: Sympathy Sales

Plant Sales

### **02- Who's Calling?**

A Conversation with the Sales Girls

Know Your Customer: Who's Calling?

Get Specific: Handling Different Personality Types

Listen While You Work: Know Your Audience

### **03- Elevate**

Pre-Calling for the Holidays

How Your Website Relates to YOU

Clique Tip: Being Website-Ready

Common and Popular Flowers and Foliage

Common and Popular Design Styles

What's in the Display Cooler?

### **04- Practice Makes Perfect**

Making it Your Own

Everyday

Sympathy

Anniversary

Sympathy

### **05- Professional Development**

Elevated Customer Experience

Asking for Google Reviews

Listen While You Work: What to Say, What Not to Say

6 Steps to Defusing a Situation

Clique Tip: PSA About Complaints

Elevated Sympathy Sales

### **06- Seasonal Sales**

Get Specific: Valentine's Day Sales

Listen While You Work:

Valentine's Day Customer Service

Get Specific: Mother's Day Sales

Listen While You Work:

Mother's Day Checklist

“It goes beyond so much more than just taking orders.

It’s an approach to the way the whole system runs. The most enlightening part of *SalesPrepSchool* for us was the module on personality types. It really created a new bond between all of us and opened a new line of communication... one that allows us to pinpoint the exact type of customer and their specific needs in order to create the best customer experience.”

ABBY CHICK

# **SalesPrepSchool**

BY **Flower Clique**

- 35+ Video Lessons & Tutorials
- Comprehensive Physical Binder & Workbook
- "Mad Libs"-Style Dry-Erase Worksheets
- Cheat Sheets with Quick Selling Tips
- Live Q&A Meetings with us
- Interactive online community (Circle) with weekly updates and short videos / inspiration
- New content added seasonally

Lifetime access, unlimited use (per business).

Available to stream on every device.

# **FlowerPrepSchool**

BY **FLOWER CLIQUE**

- Comprehensive Workbook & Lessons
- 60+ Video Lessons & Tutorials in 9 Modules
- Interactive online community (Circle) with weekly updates and short videos / inspiration
- Live Q&A Meetings with us

Lifetime access, unlimited use (per business).

Available to stream on every device.



## Jenifer at A New Beginning Florist

"My employees really liked the videos on how to "reset" and the daily affirmations. They also thought the videos were easy to follow and sometimes humorous!"

**PrepSchool**  
BY FLOWER CLIQUE



## Janet at McCandless Floral

"FlowerPrepSchool is the best tool for a shop to take a new employee (who is interested in learning design basics) from zero to sixty in a very efficient manner!"

**PrepSchool**  
BY FLOWER CLIQUE



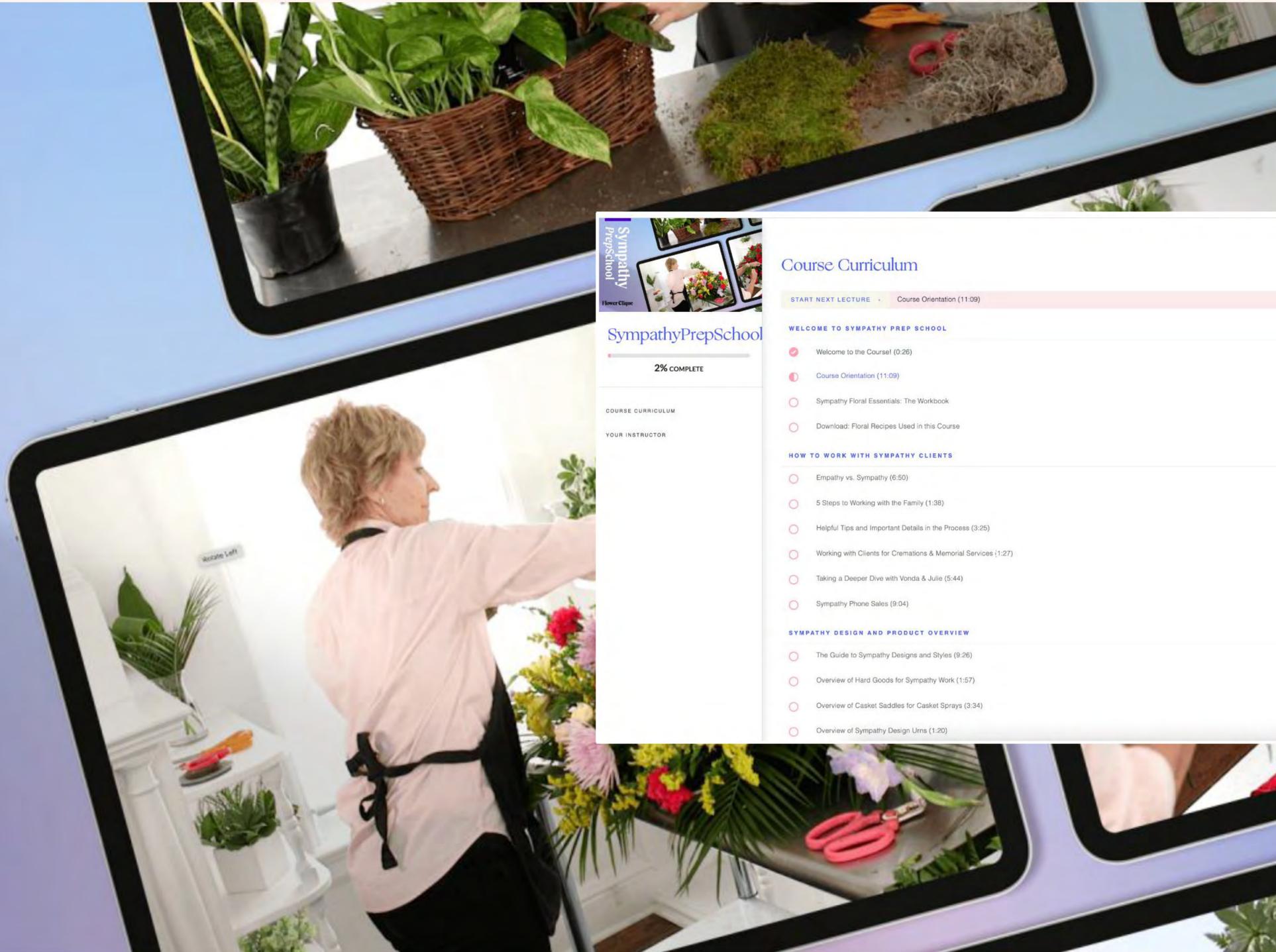
## Jeannie at Town & Country Flowers

"This course helps me improve and assist in training my staff to perform well - and helps me train new staff. My heart feels so blessed by all of you... you have no idea what your hard work means for all of our businesses that you help!"

**PrepSchool**  
BY FLOWER CLIQUE

# Sympathy PrepSchool

Flower Clique





### Sympathy PrepSchool

2% COMPLETE

COURSE CURRICULUM

YOUR INSTRUCTOR

## Course Curriculum

START NEXT LECTURE | Course Orientation (11:09)

#### WELCOME TO SYMPATHY PREP SCHOOL

- Welcome to the Course! (0:26)
- Course Orientation (11:09) [START](#)
- Sympathy Floral Essentials: The Workbook [START](#)
- Download: Floral Recipes Used in this Course [START](#)

#### HOW TO WORK WITH SYMPATHY CLIENTS

- Empathy vs. Sympathy (6:50) [START](#)
- 5 Steps to Working with the Family (1:38) [START](#)
- Helpful Tips and Important Details in the Process (3:25) [START](#)
- Working with Clients for Cremations & Memorial Services (1:27) [START](#)
- Taking a Deeper Dive with Vonda & Julie (5:44) [START](#)
- Sympathy Phone Sales (9:04) [START](#)

#### SYMPATHY DESIGN AND PRODUCT OVERVIEW

- The Guide to Sympathy Designs and Styles (9:26) [START](#)
- Overview of Hard Goods for Sympathy Work (1:57) [START](#)
- Overview of Casket Saddles for Casket Sprays (3:34) [START](#)
- Overview of Sympathy Design Urns (1:20) [START](#)

### Welcome to Sympathy Prep School

- 📄 Welcome to the Course!(0:26) [START](#)
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### Sympathy Design and Product Overview

- 📄 The Guide to Sympathy Designs and Styles(9:26) [START](#)
- 📄 Overview of Hard Goods for Sympathy Work(1:57) [START](#)
- 📄 Overview of Casket Saddles for Casket Sprays(3:34) [START](#)
- 📄 Overview of Sympathy Design Urns(1:20) [START](#)
- 📄 Overview of Sympathy Baskets for Floral Design(2:33) [START](#)
- 📄 Download: Sympathy Products Guide [START](#)

### General Mechanics and Applications

- 📄 How to Soak Floral Foam and Large Forms(2:44) [START](#)
- 📄 Stem Insertions into Foam on Sympathy Work(2:32) [START](#)
- 📄 Collaring Applications for Foliage(15:47) [START](#)
- 📄 Attention to Detail: Snapdragons, Glads, and Bells of Ireland(1:53) [START](#)
- 📄 Adding Personalized Script(9:11) [START](#)

### Eco-Friendly Mechanics

- 📄 A Note on Eco-Friendly Alternatives(0:36) [START](#)
- 📄 Using Chicken Wire or Cages for Sympathy Vessels (Foam Alternative)(0:48) [START](#)
- 📄 Introduction to FibreFloral Design Media (Foam Alternative)(0:50) [START](#)
- 📄 Foam-Free Wreath Mechanics with FibreFloral(0:41) [START](#)
- 📄 Introduction to the Oshun Pouch (Foam Alternative)(0:37) [START](#)

### Casket Sprays

- 📄 Design: Monobotanical Red Rose Casket Spray(15:16) [START](#)
- 📄 Design: Sunset Reflections Casket Spray(16:58) [START](#)
- 📄 Design: \$250 Casket Spray (How to Design for a Price Point)(17:16) [START](#)
- 📄 Design: Casket Spray Using Fiber Floral Media (Foam-Free)(3:30) [START](#)

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- 📄 Design: Casket Spray Using Fiber Floral Media (Foam-Free)(3:30) [START](#)

### Cremation Tributes

- 📄 Design: Treasured Memories Celebration of Life Surround(22:46) [START](#)
- 📄 Design: Treasured Memories Accompanying Vase(12:50) [START](#)
- 📄 Design: Treasured Memories Accompanying Vase (Foam-Free using Syndicate Pillow) (5:35) [START](#)
- 📄 Design: Crescent-Shaped Celebration of Life Surround(6:31) [START](#)
- 📄 Design: Football-Themed Celebration of Life Tribute (Personalization)(20:23) [START](#)
- 📄 Design: Vibe Vase Celebration of Life Tribute(5:30) [START](#)

### Standing Sprays, Floral Urns, and Wreaths

- 📄 Design: Gracefully Majestic Urn(17:27) [START](#)
- 📄 Design: Standing Spray(17:18) [START](#)
- 📄 Design: Patchwork Wreath(18:49) [START](#)
- 📄 Adding Personalization to a Set Piece(3:30) [START](#)
- 📄 Design: Standing Spray with Line Flowers and Orchids(3:38) [START](#)

### Plants for the Home and Service

- 📄 How to: Dress Up Sympathy Plants with Fresh Flowers & Butterflies(2:38) [START](#)
- 📄 How to: Dress up Basket Handles & More Customization(2:35) [START](#)
- 📄 How to: Add Angels & Small Statues into Plants and Arrangements(1:47) [START](#)
- 📄 How to: Plant Hack for Short Plants(0:44) [START](#)
- 📄 Create: Double Basket with 2 Plants in One(4:01) [START](#)
- 📄 Create: Triple Basket with 3 Plants in One(3:19) [START](#)

### Pricing Your Work

- 📄 How to Price Out Your Sympathy Work(7:33) [START](#)
- 📄 Price It Out Together: Custom Sympathy Piece(4:11) [START](#)
- 📄 Download: Workroom Pricing Charts [START](#)
- 📄 Download: "Start with Retail Price" Spreadsheets [START](#)
- 📄 Download: "Build a Design" Price-Forward Spreadsheets [START](#)

### Growing Your Sympathy Business

- 📄 Experience, Determination, and the Right Connections(4:10) [START](#)
- 📄 Securing a Partnership with a Funeral Director(3:43) [START](#)
- 📄 Funeral Home Commissions(2:43) [START](#)

### Live Q+A Call

- 📄 Coming soon! [START](#)

### Clique Tips

- 📄 Coming soon! [START](#)

# STOP LOOKING LIKE EVERYONE ELSE.

Elevate your online presence and go from *meh* to **magnetic**.

## YOUR NEXT STEP

EMAIL [KATY@FLOWERCLIQUE.COM](mailto:KATY@FLOWERCLIQUE.COM)

& REFERENCE  
"5 MINUTES WITH FLOWER CLIQUE"

ALONG WITH THE SERVICES/COURSES YOU'D  
LIKE TO KNOW MORE ABOUT!

