

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

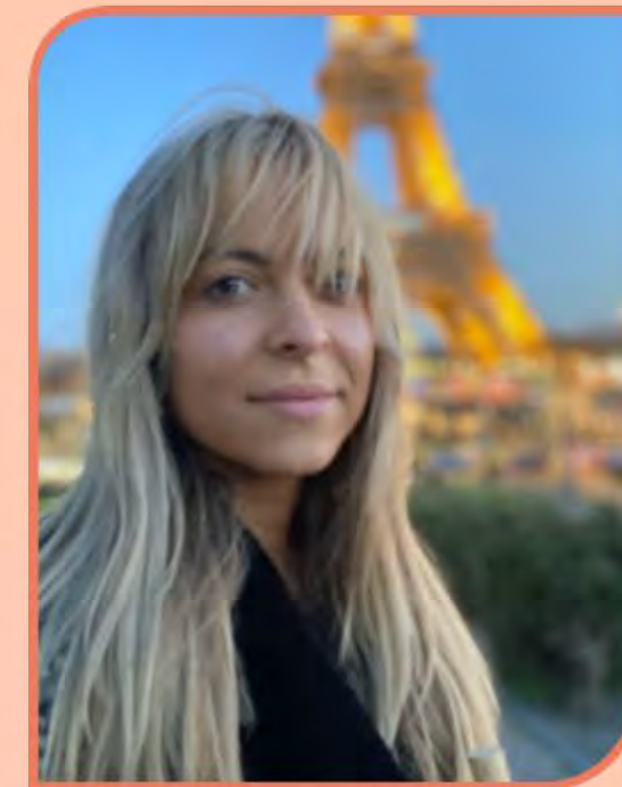
Our CEO, fearless founder/leader, & energizer bunny.

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

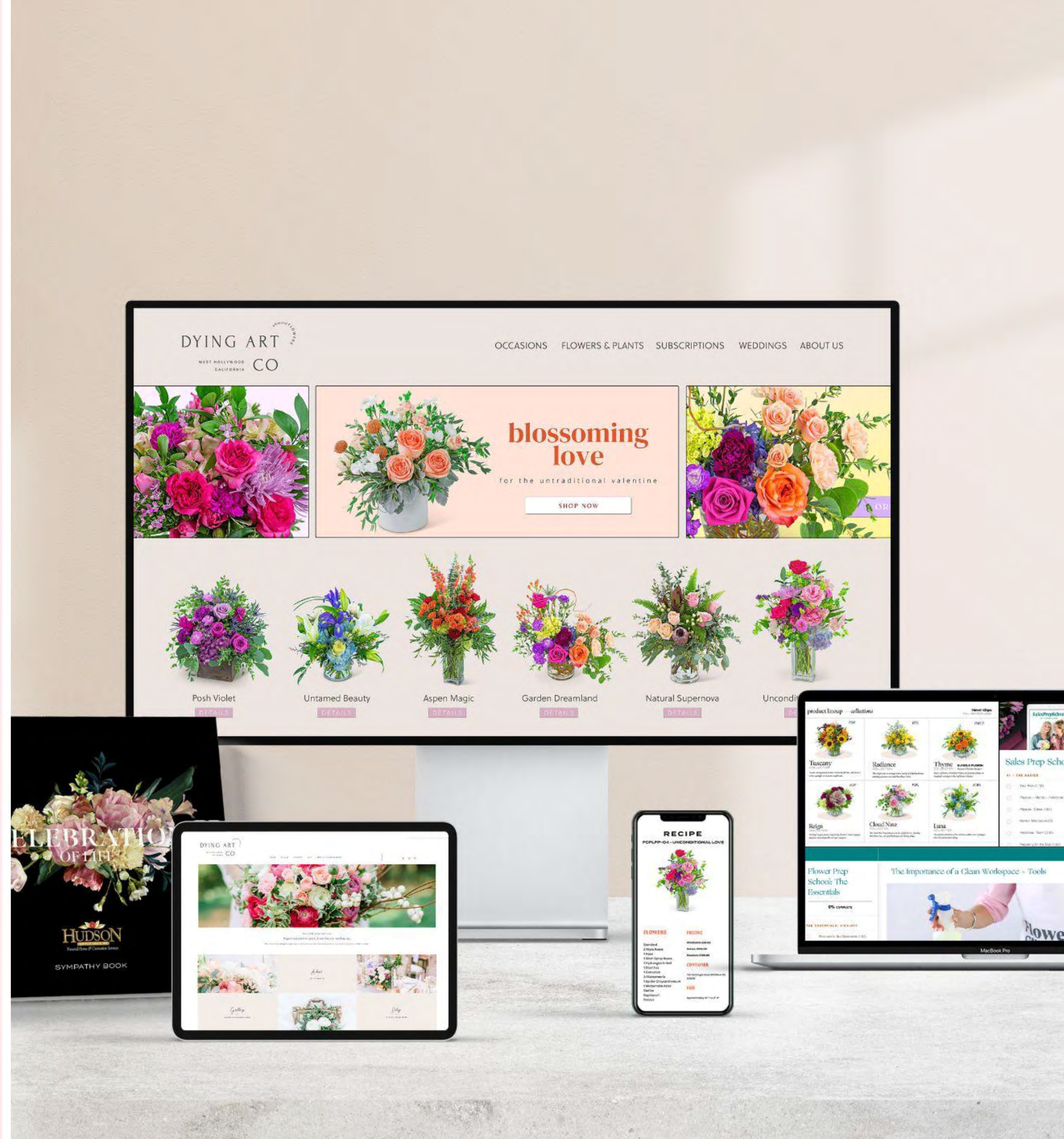
Support
Flower Farmer
Families



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

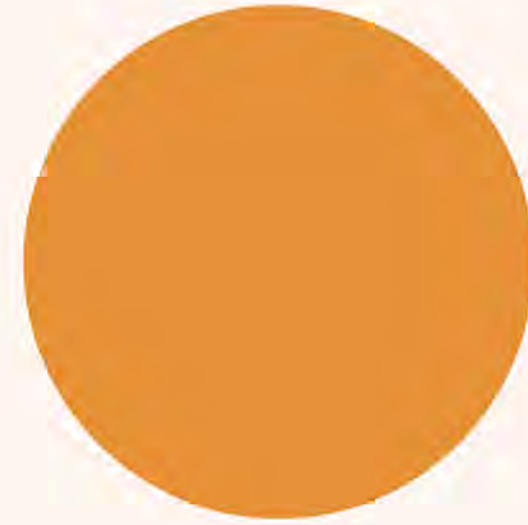
ONEClique 

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

Customizations & SEO
Optimization

Google My Business &
Facebook Posts

Custom Wedding Website

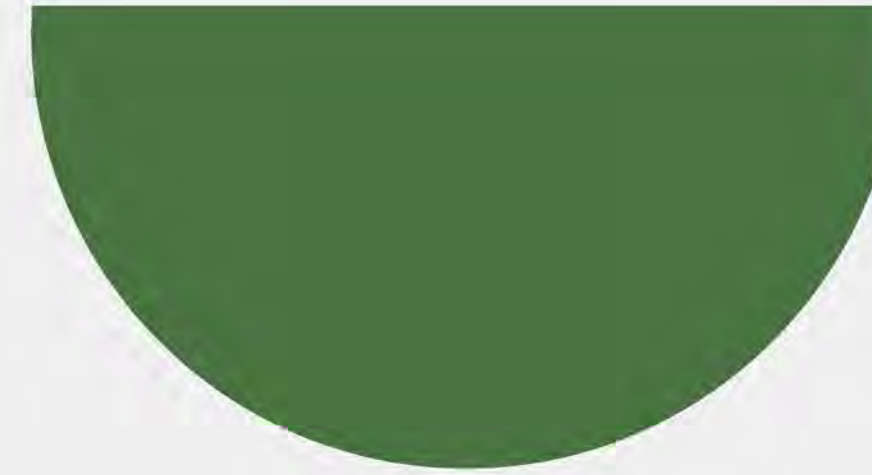


INCLUDED IN
MEMBERSHIP

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



“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



“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



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!



Steve Rogala

2 reviews



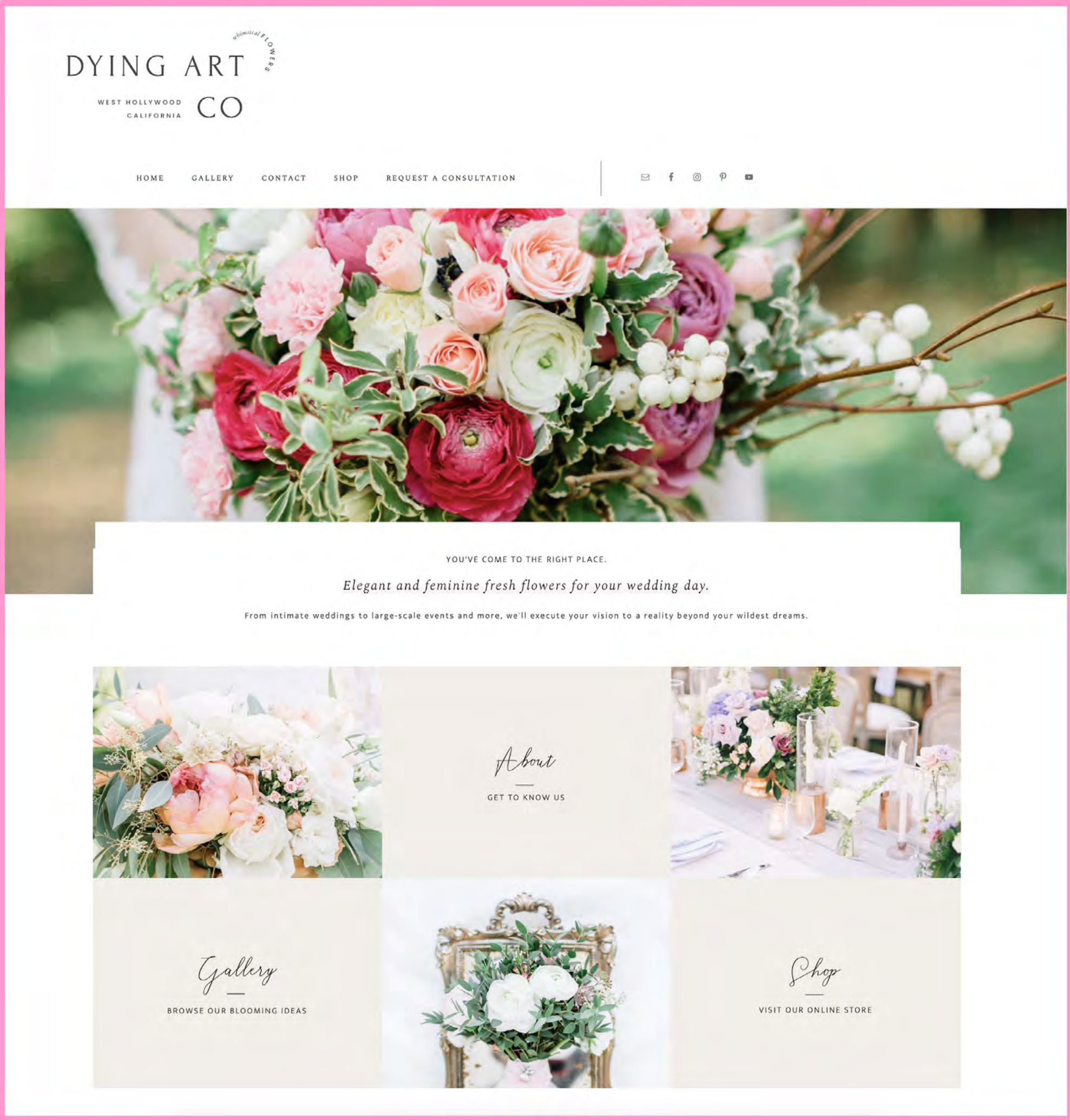
★★★★★ 3 months ago

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

Flower*Clique
MASTER RECIPES 2021



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

Flower***Clique**
MASTER RECIPES 2021



FCPH-02

Majestic Magenta

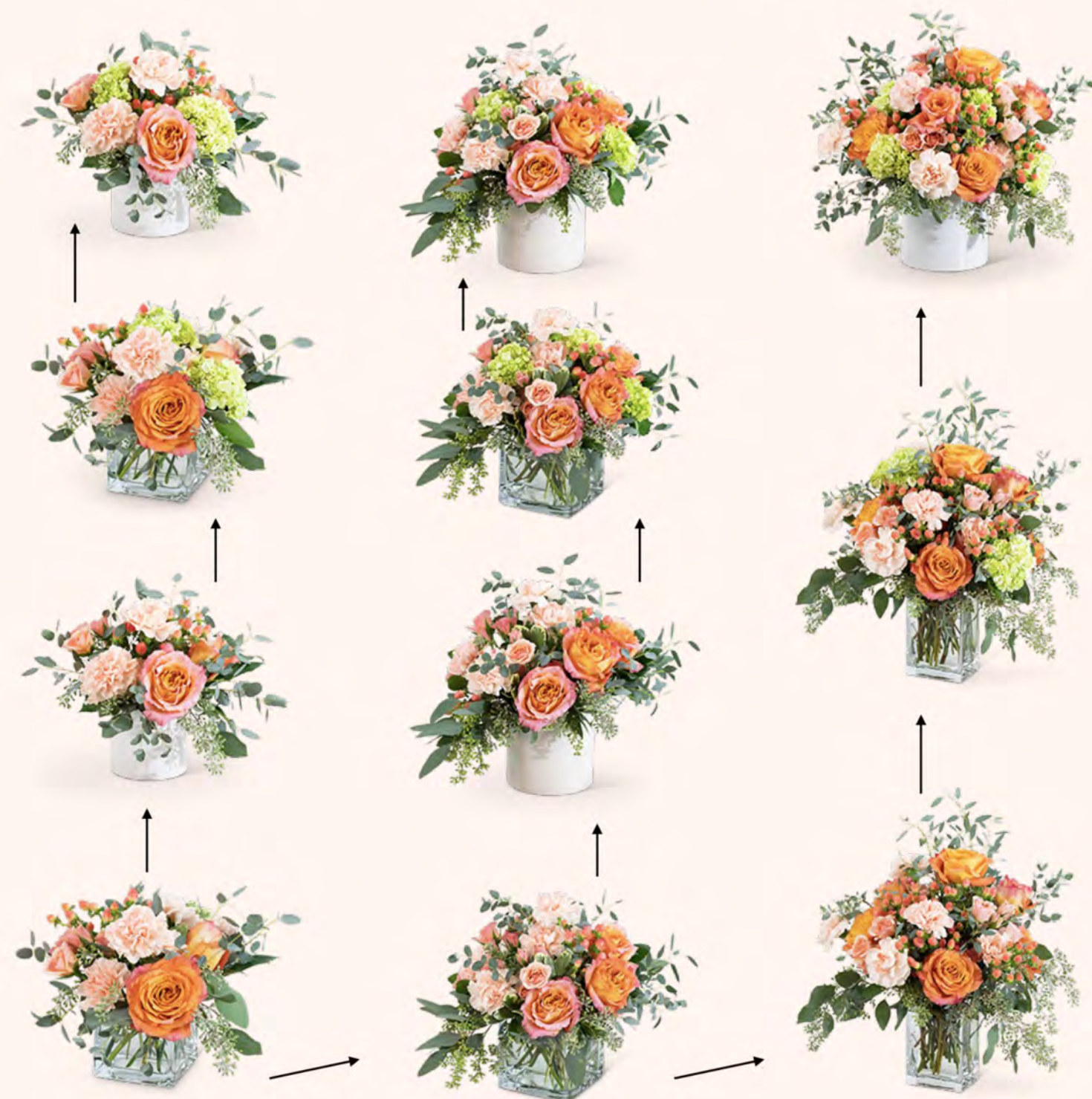
\$95 • \$105 • \$115



FCPH-05

Tahiti Escape

\$99 • \$109 • \$119





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



SALAL



PARVIFOLIA
IF NEEDED



5" GLASS CYLINDER

OR



5" CERAMIC

FlowerClique
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

FlowerClique
FALL MIX 2



FC2YLOY-01

Sun-Kissed

\$79 · \$89 · \$99



FC2YLOY-02

Sun-Kissed Favorite

\$79 · \$89 · \$99

FlowerClique

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 SHOP BY FlowerClique

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	8 BUNDLES	121.60	
FCBQMIX8	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			

FlowerClique

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 Roses
- 4 Orange Carnations
- 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 Dianthus
- 2 Peach Hypericum
- 2 Parvifolia Eucalyptus

\$15.69 each
8 / box
\$125.52 box

FC2PO BRIGHT



19 Stem Bouquet

- 4 Orange Roses
- 4 Red Roses
- 3 Hot Pink Roses
- 2 Hot Pink Spray Roses
- 3 Hot Pink Mini Carnations

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



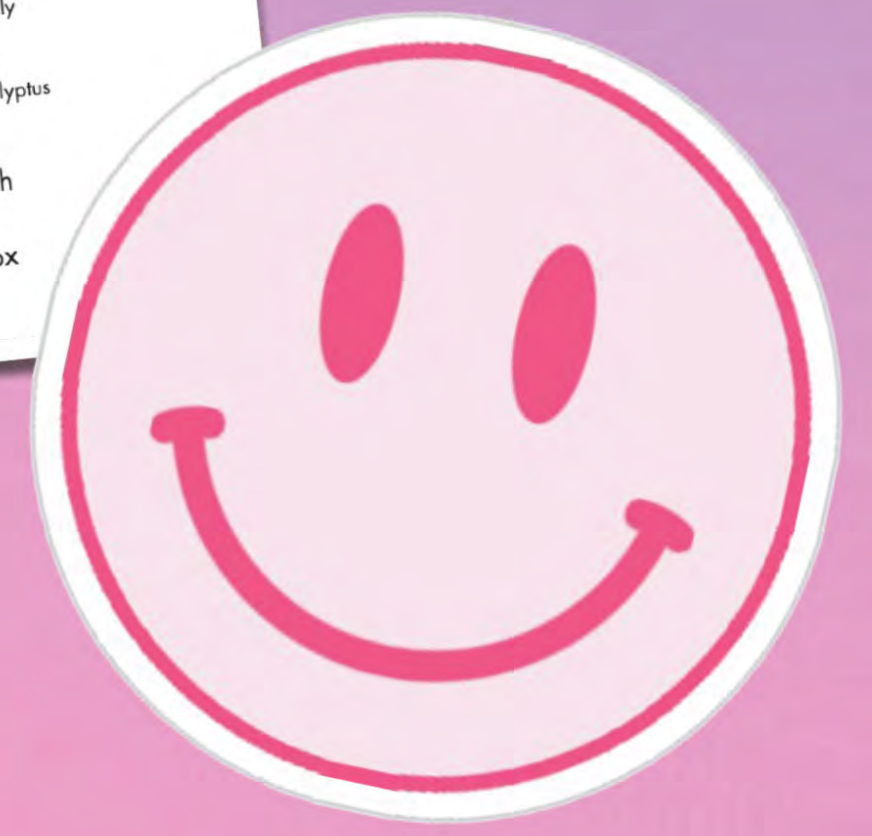
15 Stem Bouquet

- 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

FARM TO FLOWER SHOP BY FlowerClique

BUNDLE	QTY PER BOX	FC MEMBER PRICE
FC2YL / Canary	10 BUNDLES	131.00
FC2OY / Splendid	8 BUNDLES	112.80
FC2PC / Manhattan	8 BUNDLES	125.52
FC2PO / Bright	8 BUNDLES	142.40
FC2PK / Florence	8 BUNDLES	112.80
FC2BW / Horizon	10 BUNDLES	145.50
FCWW / White	8 BUNDLES	133.20
FC2BQMIXG 5 FC2YL, 5 FC2OY	10 BUNDLES	138.00
FC2BQMIXH 2 FC2PC, 2 FC2PO, 2 FC2PK, 2 FC2WB	8 BUNDLES	126.00
TOTAL NUMBER OF BOXES		





new!

Flower Clique

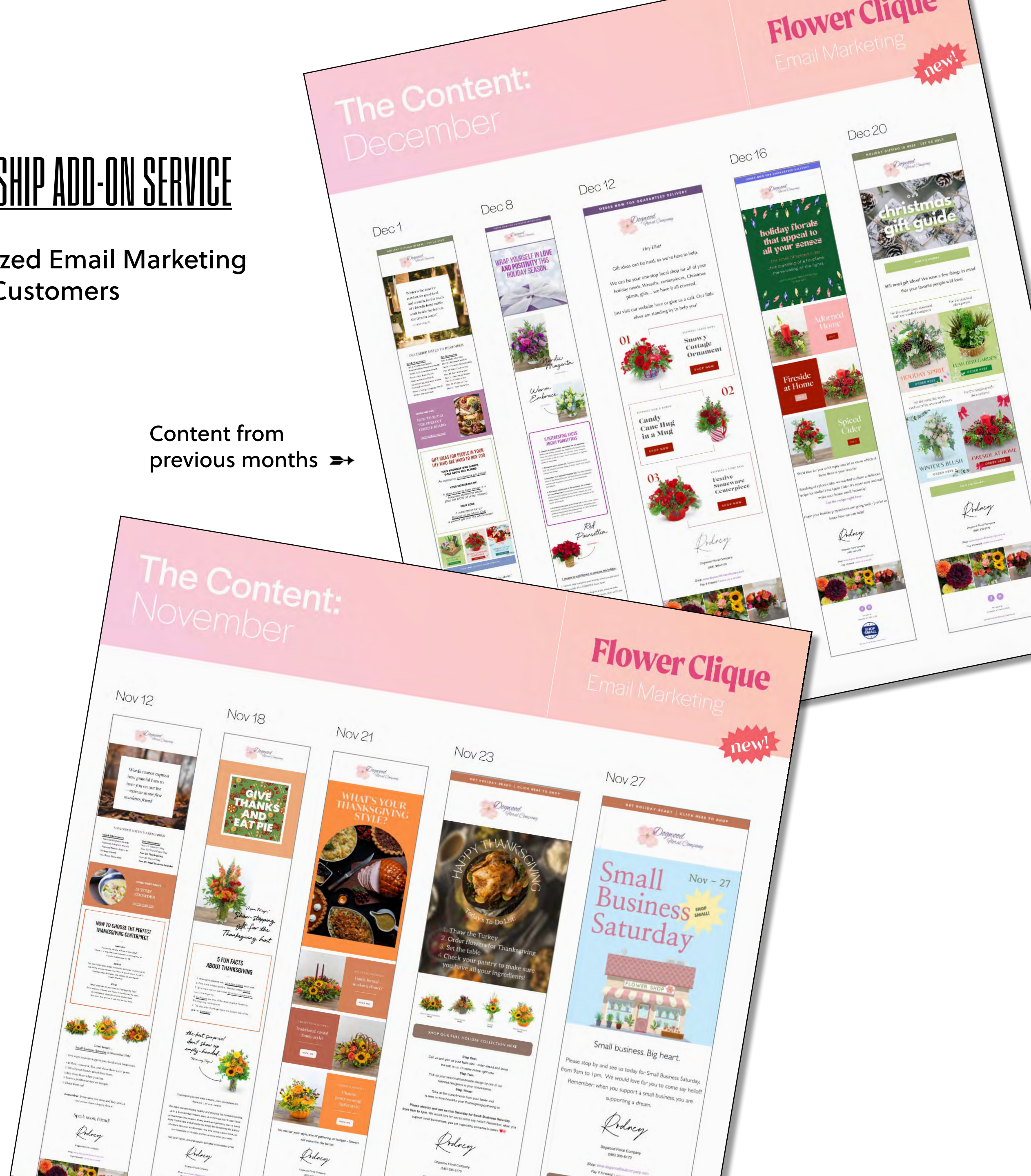
Email Marketing

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



Hey there [First Name / Friend]!

We're just dropping by to let you know that [Recipient First Name / someone you love] has a birthday coming up, and last year we sent them some beautiful flowers on [Delivery Date / their special day] from you.

We'd love to do it again this year, so here are a couple of our best sellers we know they'll love! Just click on the picture to order, or give us a ring at (800) 335-5170.

We know you have many places to buy flowers, and we are so appreciative you've chosen us as your local flower shop.



Fresh Picked
from The
Garden



Be Happy
Bouquet with
Roses

SHOPE ALL BIRTHDAY FLOWERS

Rdacy

Original Rose Company

(800) 335-5170

2020 www.shopsmallflowers.com

Buy Flowers! Click to Shop



SHOP SMALL

Flowers for Every Occasion



Hey there [First Name / Friend]!

We're just dropping by to let you know that [Recipient First Name / someone you love] has an anniversary coming up, and last year we sent them some beautiful flowers on [Delivery Date / their special day] from you.

We'd love to do it again this year, so here are a couple of our best sellers we know they'll love! Just click on the picture to order, or give us a ring at (800) 335-5170.

We know you have many places to buy flowers, and we are so appreciative you've chosen us as your local flower shop.



Stars in
My Eyes

Isle of
Tahiti

SHOPE ALL LOVE AND ROMANCE

Rdacy

Original Rose Company

(800) 335-5170

2020 www.shopsmallflowers.com

Buy Flowers! Click to Shop



SHOP SMALL

Flowers for Every Occasion

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 Store Mac iPad iPhone Watch TV Music Support

Apple Podcasts Preview

THE Business & Pleasure OF FLOWERS

93 episodes

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 nugget from the interview. Dr. Nicole shares some insight from her book, The Holy Educated Motherf*cker (which Vonda will not even say the name!). Lori follows up with some great words of wisdom from her experience with leadership development and business balance courage.

All Episodes

Newest to Oldest

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: H

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

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 ...

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FlowerPrepSchool

FLOWER SHOP ESSENTIALS

Course Curriculum

START NEXT LECTURE		Welcome to the Classroom (1:55)
THE ESSENTIALS: KICK-OFF		
<input type="radio"/>	Welcome to the Classroom (1:55)	START
<input type="radio"/>	School is in Session: Meet Your Classmate (0:45)	START
<input type="radio"/>	Join the Lounge	START
<input type="radio"/>	Download the Workbook	START
01 - KNOW THE PRODUCTS, KNOW THE BASICS		
<input type="radio"/>	DCD: Disinfect Clean Deodorize (1:14)	START
<input type="radio"/>	Quick Dip (0:49)	START
<input type="radio"/>	Floralife Flower Food (1:05)	START
<input type="radio"/>	Crowning Glory + Finishing Touch (1:30)	START
<input type="radio"/>	Just For Flowers: Color Spray Paint (1:40)	START
<input type="radio"/>	Ultra Leaf Shine for Foliage and Plants (0:33)	START

Flower Prep School: The Essentials

0% COMPLETE

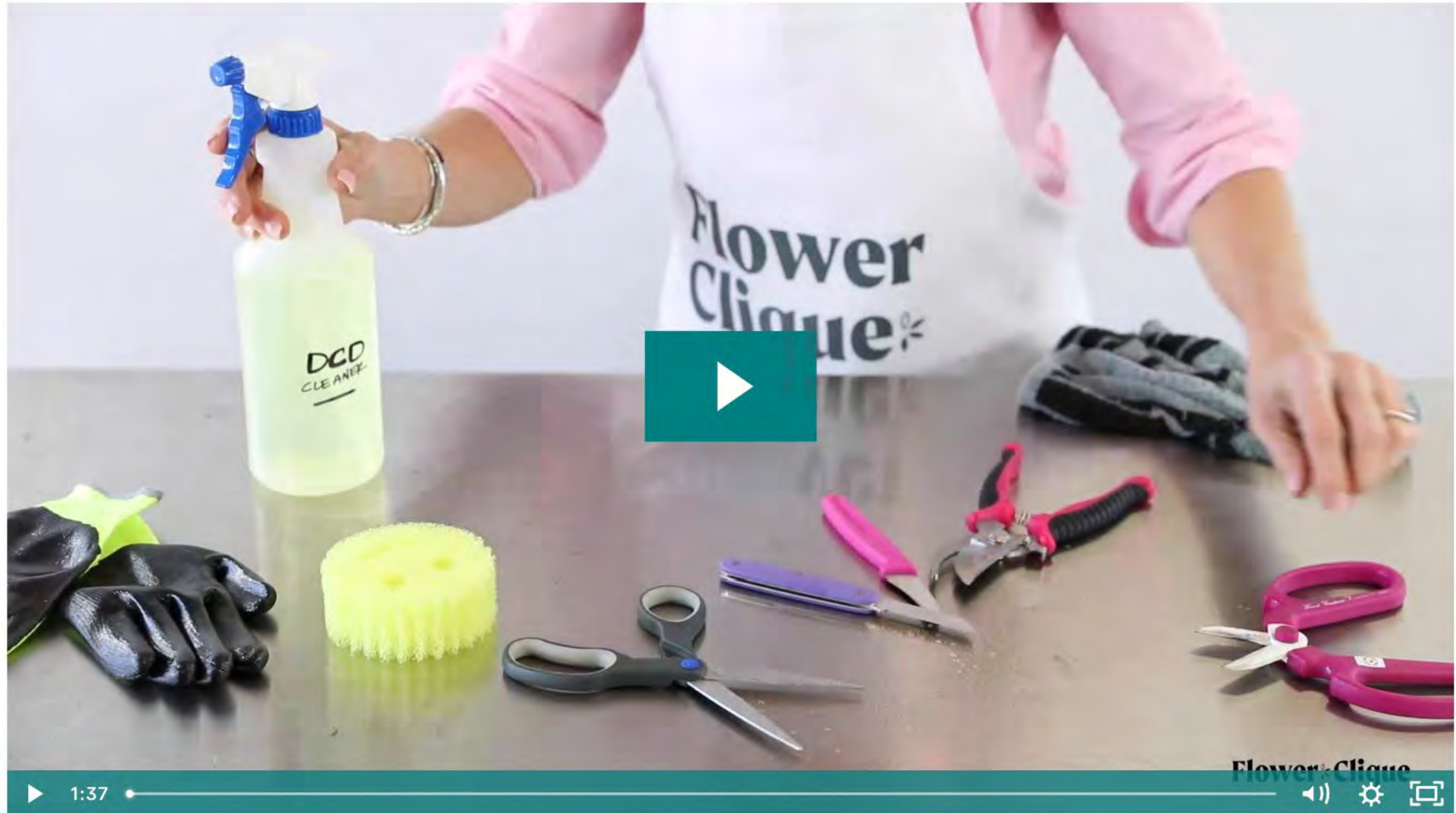
THE ESSENTIALS: KICK-OFF

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

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



Flower Clique



1:37



0% COMPLETE

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)

Making a One-Sided Arrangement



20:58



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

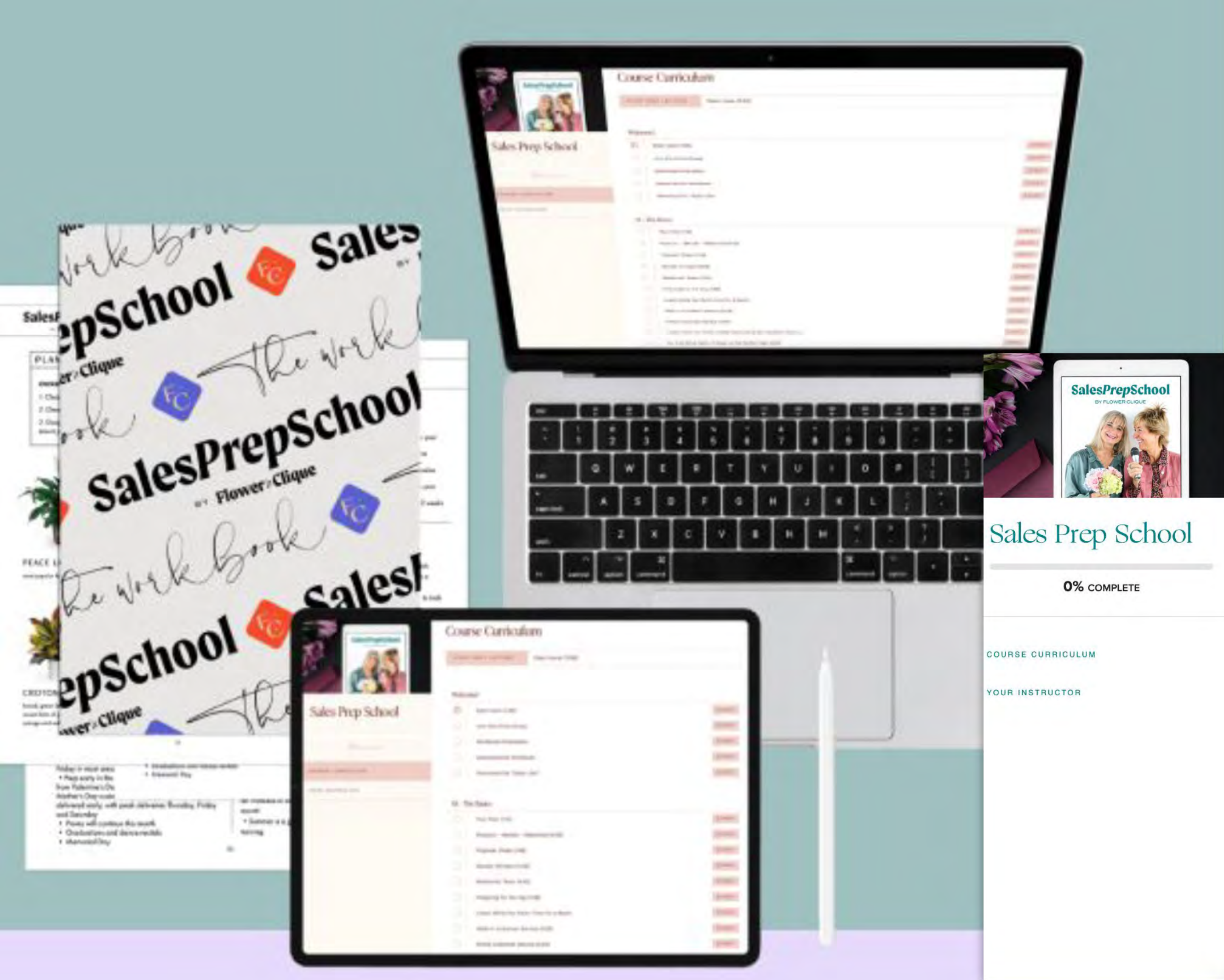
Flower Identification
Elements of Design
Principles of Design
Print and Study
 Elements of Design
 Principles of Design
Quiz

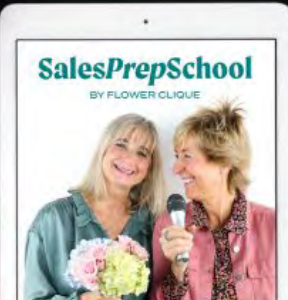
06- Designer Assistant

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





Sales Prep School

0% COMPLETE

COURSE CURRICULUM

YOUR INSTRUCTOR

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

[PREVIOUS LECTURE](#)[COMPLETE AND CONTINUE](#)

Sales Prep School

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WELCOME!

- ☐ Start Here! (1:56)
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01 - THE BASICS

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- ☐ Mental: Mindset (4:06)
- ☐ Relational: Team (3:32)
- ☐ Preparing for the Day (1:58)

Physical - Mental - Relational



[PREVIOUS LECTURE](#)[COMPLETE AND CONTINUE](#)

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

Sales*Prep*School

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.

Flower*Prep*School

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
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Sympathy
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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)

START

ⓘ

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		
<div><div></div> Welcome to the Course!(0:26)</div>		<div>START</div>
<div><div></div> Course Orientation(11:09)</div>		<div>START</div>
<div><div></div> Sympathy Floral Essentials: The Workbook</div>		<div>START</div>
<div><div></div> Download: Floral Recipes Used in this Course</div>		<div>START</div>
How to Work with Sympathy Clients		
<div><div></div> Empathy vs. Sympathy(6:50)</div>		<div>START</div>
<div><div></div> 5 Steps to Working with the Family(1:38)</div>		<div>START</div>
<div><div></div> Helpful Tips and Important Details in the Process(3:25)</div>		<div>START</div>
<div><div></div> Working with Clients for Cremations & Memorial Services(1:27)</div>		<div>START</div>
<div><div></div> Taking a Deeper Dive with Vonda & Julie(5:44)</div>		<div>START</div>
<div><div></div> Sympathy Phone Sales(9:04)</div>		<div>START</div>
Sympathy Design and Product Overview		
<div><div></div> The Guide to Sympathy Designs and Styles(9:26)</div>		<div>START</div>
<div><div></div> Overview of Hard Goods for Sympathy Work(1:57)</div>		<div>START</div>
<div><div></div> Overview of Casket Saddles for Casket Sprays(3:34)</div>		<div>START</div>
<div><div></div> Overview of Sympathy Design Urns(1:20)</div>		<div>START</div>
<div><div></div> Overview of Sympathy Baskets for Floral Design(2:33)</div>		<div>START</div>
<div><div></div> Download: Sympathy Products Guide</div>		<div>START</div>

General Mechanics and Applications		
<div><div></div> How to Soak Floral Foam and Large Forms(2:44)</div>		<div>START</div>
<div><div></div> Stem Insertions into Foam on Sympathy Work(2:32)</div>		<div>START</div>
<div><div></div> Collaring Applications for Foliage(15:47)</div>		<div>START</div>
<div><div></div> Attention to Detail: Snapdragons, Glads, and Bells of Ireland(1:53)</div>		<div>START</div>
<div><div></div> Adding Personalized Script(9:11)</div>		<div>START</div>
Eco-Friendly Mechanics		
<div><div></div> A Note on Eco-Friendly Alternatives(0:36)</div>		<div>START</div>
<div><div></div> Using Chicken Wire or Cages for Sympathy Vessels (Foam Alternative)(0:48)</div>		<div>START</div>
<div><div></div> Introduction to FibreFloral Design Media (Foam Alternative)(0:50)</div>		<div>START</div>
<div><div></div> Foam-Free Wreath Mechanics with FibreFloral(0:41)</div>		<div>START</div>
<div><div></div> Introduction to the Oshun Pouch (Foam Alternative)(0:37)</div>		<div>START</div>
Casket Sprays		
<div><div></div> Design: Monobotanical Red Rose Casket Spray(15:16)</div>		<div>START</div>
<div><div></div> Design: Sunset Reflections Casket Spray(16:58)</div>		<div>START</div>
<div><div></div> Design: \$250 Casket Spray (How to Design for a Price Point)(17:16)</div>		<div>START</div>
<div><div></div> Design: Casket Spray Using Fiber Floral Media (Foam-Free)(3:30)</div>		<div>START</div>

Casket Sprays		
<div><div></div> Design: Monobotanical Red Rose Casket Spray(15:16)</div>		<div>START</div>
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<div><div></div> Design: Casket Spray Using Fiber Floral Media (Foam-Free)(3:30)</div>		<div>START</div>
Cremation Tributes		
<div><div></div> Design: Treasured Memories Celebration of Life Surround(22:46)</div>		<div>START</div>
<div><div></div> Design: Treasured Memories Accompanying Vase(12:50)</div>		<div>START</div>
<div><div></div> Design: Treasured Memories Accompanying Vase (Foam-Free using Syndicate Pillow)(5:35)</div>		<div>START</div>
<div><div></div> Design: Crescent-Shaped Celebration of Life Surround(6:31)</div>		<div>START</div>
<div><div></div> Design: Football-Themed Celebration of Life Tribute (Personalization)(20:23)</div>		<div>START</div>
<div><div></div> Design: Vibe Vase Celebration of Life Tribute(5:30)</div>		<div>START</div>
Standing Sprays, Floral Urns, and Wreaths		
<div><div></div> Design: Gracefully Majestic Urn(17:27)</div>		<div>START</div>
<div><div></div> Design: Standing Spray(17:18)</div>		<div>START</div>
<div><div></div> Design: Patchwork Wreath(18:49)</div>		<div>START</div>
<div><div></div> Adding Personalization to a Set Piece(3:30)</div>		<div>START</div>
<div><div></div> Design: Standing Spray with Line Flowers and Orchids(3:38)</div>		<div>START</div>

Plants for the Home and Service		
<div><div></div> How to: Dress Up Sympathy Plants with Fresh Flowers & Butterflies(2:38)</div>		<div>START</div>
<div><div></div> How to: Dress up Basket Handles & More Customization(2:35)</div>		<div>START</div>
<div><div></div> How to: Add Angels & Small Statues into Plants and Arrangements(1:47)</div>		<div>START</div>
<div><div></div> How to: Plant Hack for Short Plants(0:44)</div>		<div>START</div>
<div><div></div> Create: Double Basket with 2 Plants in One(4:01)</div>		<div>START</div>
<div><div></div> Create: Triple Basket with 3 Plants in One(3:19)</div>		<div>START</div>
Pricing Your Work		
<div><div></div> How to Price Out Your Sympathy Work(7:33)</div>		<div>START</div>
<div><div></div> Price It Out Together: Custom Sympathy Piece(4:11)</div>		<div>START</div>
<div><div></div> Download: Workroom Pricing Charts</div>		<div>START</div>
<div><div></div> Download: "Start with Retail Price" Spreadsheets</div>		<div>START</div>
<div><div></div> Download: "Build a Design" Price-Forward Spreadsheets</div>		<div>START</div>
Growing Your Sympathy Business		
<div><div></div> Experience, Determination, and the Right Connections(4:10)</div>		<div>START</div>
<div><div></div> Securing a Partnership with a Funeral Director(3:43)</div>		<div>START</div>
<div><div></div> Funeral Home Commissions(2:43)</div>		<div>START</div>
Live Q+A Call		
<div><div></div> Coming soon!</div>		<div>START</div>
Clique Tips		
<div><div></div> Coming soon!</div>		<div>START</div>

STOP LOOKING LIKE EVERYONE ELSE.

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

YOUR NEXT STEP

EMAIL KATY@FLOWERCLIQUE.COM

& REFERENCE
"5 MINUTES WITH FLOWER CLIQUE"

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