

Smarter Selling: Bigger Sales from Better Service!

Presented by: Tim Huckabee AIFSE

Saturday, September 14, 2013

Wyndham Garden, Austin, Texas

10:30am-3:30pm

Join TSFA and industry guru Tim Huckabee AIFSE for an information-filled one-day workshop, **Smart Selling: Bigger Sales From Better Service.**



Taking the Order

Tim will present two 90-minute programs (section A and section B) in which he will introduce elements of the FloralStrategies process which is being used by successful florists all over Texas (and worldwide!). Learn how to engage customers on the phone and on the floor in a whole new, exciting manner. Explore ways to sell at higher prices every day, even to 'regular' customers. Discover techniques to better manage and motivate your team, even the 'difficult' ones! Empower your staff to handle complaints easier than ever before and MUCH more. Expect to return to your store invigorated and enthused to boost sales by double digits!



*Smart Selling-
listening to the
customer*

TSFA Members: \$175

Non-Members: \$215

Your investment includes:

- Tim's Workshop on September 14, 2013
- Lunch
- And a Bonus from Tim – a \$100 credit from FloralStrategies if you schedule onsite training in your store!

Registration Information

Name: _____ Shop: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____ Shop telephone: _____ Cell: _____

TSFA Member: ____ Yes ____ No ____ I would like to learn more about TSFA.

____ Check Enclosed

Credit Card information:

Number _____ Exp _____ Code _____

Billing Zip: _____ Name on Card _____

Mail registration to:

Texas State Florists' Association, PO Box 170760, Austin, TX 78717

Email to: txsfa@sbcglobal.net • Fax to: 512.834.2150

Questions? 512.834.036