



YOUR TAKE HOME TIPS FROM THE 2011 FLORAL DISTRIBUTION CONFERENCE

The Productive Sales Force - Using Social Business Media

1. **Get Started!!!!** Oldies, support the social media effort in your company!
2. Use young resources in company.
3. How to set up Face Book page correctly and update regularly.
4. Providing content provides value.
5. Rethink time management to schedule time for updates.
6. Becoming personal with the customer via social media and new technologies (i.e. smart phones)
7. Breathe life (fun) into your relationships via social media.
8. Don't be scared. Jump on the bike and start pedaling.
9. Use social media as a sales tool.
10. Educate your customer and create interest.
11. Use social media as an incentive channel for your customers.
12. Be consistent. Don't be annoying.
13. Keep the message positive and proceed with caution.
14. Don't forget about your print media to drive customers to your social media. Assign an online community manager.
15. Use social media to start "the conversation" with customers.
16. Identify what platforms you need to help your business. Use those platforms to empower your sales people.
17. **Tell your story.** Understand your customer demographics.
18. Ask questions, get feedback. Let your customer know you're listening.
A way to sell indirectly.
19. Tell your story.

Controlling Outbound Logistics

Delivery Costs

About 1/3 feel they have a very good grasp of their internal costs.

About 1/3 think they have a rough idea of costs.

About 1/3 admit to having an inadequate grip on delivery costs.

Even most of the people who had a good idea of their costs felt they were lacking a strategic direction in how to use that cost information.

Cost Recovery

Wide variety of feedback on cost recovery. Seemed to vary from about 15% to 60% of delivery costs that were recouped.

Outsourcing

Of those who use or have tried outsourcing there were various opinions - from good and currently using, to poor and dropped the service.

Small percentage of firms are using this type of service.

Strategies for Controlling Costs

Setting or raising minimums for delivery

Tiered delivery charges by order size

Flat monthly fee for delivery

Varying delivery fee by mileage

Using courier service for small delivery routes or emergency deliveries

Adding fuel surcharges

Using part time driving staff

GPS monitoring of vehicles

How to Profit from New Technologies

1. Standards, like the new WF&FSA Data Exchange Standards (WDES), are much needed throughout the supply chain.
2. Understand your current data system first, and then upload the new XML standards, maintaining data integrity.
3. Standardization is key to success and savings.
4. The new WDES will simplify and streamline data management and changes.
5. QR codes can assist companies with communications with, and education for, customers.
6. Customer demand will often drive technology adoption. Visit customers to learn what they are doing with technology.
7. Identify the real ROI for technology investments; even FREE applications require serious staff time and effort.
8. Outsource some IT tasks - don't hire new employees unless really necessary.

9. The new WDES XML document includes filtering capabilities, allowing selection of only the data needed.
10. **Embrace the new WF&FSA WDES program - the sooner we gain critical mass acceptance, the sooner members will begin to see savings!**

Productively Marketing to Special Event and Meeting Planners

1. Be sure the communication is clear, open and all agreements are understood
2. **Make sure that you assign the event planner to a decision maker**
 - a. Slideshare.com – pictures from an event that can be sent out
3. Do your planning. Start with a resource plan (staff and/or person)
4. **Dedicated sales person that understands the needs of an event person.**
 - a. **Get them a “yes person.”**
5. Wholesaler can share their resources and expertise. Trucks, facilities, coolers, knowledge of the local facilities and other resources. MARKET EXPERT.
 - a. Can WF&FSA help with guidelines? YES! On the website from the education committee and in the program booklet
6. Get your managers and buyers involved so you can make faster decisions on pricing and availability.
7. Supply inventory to support event demand.
8. Attend local wedding shows and provide a list of your customers that are wedding designers
9. Partnerships with ancillary suppliers. Linens that can be rented and marked up, but no inventory.
10. **ISES.com. You can search by city, state or zip for your local members.**
11. Make your facilities and equipment available to your customers
12. Share the vision of event business with all of your team.
13. Unique fresh product that no one else has in your market.
14. Have a plan and script for profiling the event planners request.
 - a. Know what each of your event planners like and their preferences
15. Build a data base of event planners; consider schools that specialize in culinary arts. Local organizations for caterers. Host it yourself.
16. Focus group for your local event planners to learn more about them and they gain a better understanding of your specialties.