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BLOOMIN' NEWS



Energize Summer with Flowers

By Belinda Sanders

Two pages on the calendar are noticeably absent of flowers. The summer months of July and August have no holidays that traditionally call for the sending or displaying of cut flowers. When the June weddings end, other than outdoor gardens, we seldom see blooms until Fall.

Summer is a perfect time to teach customers to appreciate flowers. Show them how to spruce up the dead space at home, on the patio, in the office. Inject life and color into those hot, wimpy days when the kids just want to lay around with their eyes glued to the tube, or when they just feel like napping after lunch. The absence of holiday obligations makes promoting flowers during these otherwise sales-dormant months easy. There are no extra staffing, buying, administration or social commitments to prevent your making the summertime educational thrust a success.

We could call July or August "Flower Appreciation Month," but we'd probably anger critics ever watchful of promotions devised solely to generate sales. Perhaps "Flower Education Season" is more appropriate. It really doesn't need a name; spurring new business in the middle of Summer just needs conscious awareness and action on our part.

Flower Opportunities for Customers

Backyard parties, barbeques, luaus, patio parties, family cookouts and poolside festivities offer multiple conversational opportunities. They are great times to decorate yards, tabletops, doorways, platters and patio covers with fresh flowers. Table centerpieces can be the talk of the town. Flowers in the guest bathrooms and bedrooms create a special touch, one that's always noticed.

Train your customers to send flowers to others "just because." Flowers don't need a holiday to surprise and be enjoyed. They will be a special delight if received when least expected.

Blanche Katz, the Elder Care Educator, who intends to celebrate the month of August by enjoying flowers, recalls "summer faces (of buds) ever yearning, (their) memories to be returning" from Rose Kawa Stern's writing of "In the Bud." Katz says, "Memories will be made in August as flowers are appreciated and enjoyed."

Victor Broski, known for his presentations about "small talk," asserts, "Celebrating flowers and appreciating them en masse is a great occasion to bring smiles and create conversation" to unite people.

Fresh blooms influence and uplift everyone they touch, spreading their joy and creating secret wishes for flowers along the way. Bouquets that are walked through hospital hallways, nursing or retirement homes, corporation lobbies, libraries or across children's playgrounds during delivery bring surprised smiles, embarrassed giggles and delight to everyone along the path.

Teaching customers that flowers don't discriminate between calendar months, that the long days of summer are a great time to share the beauty of flowers, will most certainly make Summertime special to the florist as well.

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