



CLIENT *Appreciation Guide*

The secret to keeping your current clients and gaining even more through floral gift giving.

Why Flowers?

Your clients aren't just transactions – they're your VIP circle, your ultimate referral squad.



Imagine the impact of a 'just because' bouquet on their day. That's not just flowers; it's a reminder that they're valued, cherished, and appreciated. And guess what? Happy clients stick around and spread the word.

Your sphere of influence isn't just a list of contacts; it's your lifeline to sustainable success. It's where referrals are born, deals are sealed, and trust is cultivated. That's why nurturing those relationships is non-negotiable – not just during the holidays or when a transaction is on the table, but consistently, all year long. Because in the world of business, loyalty isn't just earned; it's cultivated through genuine care, thoughtful gestures, and unwavering commitment

Peony and Pine is here to be your partner in success. Our client appreciation floral program is a set it and forget it way to make sure your customers know how valued they are, all year long!

Meet Ashleigh



Ashleigh Thompson

Owner, Lead Designer Peony and Pine Designs

✉ info@peonyandpinedesign.com

Hi!

I'm Ashleigh, the owner and lead designer at Peony and Pine Designs. I am an experienced floral designer and business owner. I have been in the flower industry for 15 years and spent 8 of those years owning my own businesses. I took a few years off to spend time with my two sweet babies, but I am ready to start spreading joy through flowers again!

I have done hundreds of weddings, but corporate flowers are where my heart is. I have a passion for business, and it brings me great joy to know that I can use my talents to help other business owners increase their success!

Let's connect!

WHY YOU SHOULD Send Flowers



✓ Client Retention and Loyalty

Unexpected flower delivery cultivates client appreciation and nurtures loyalty by showing genuine care and attention, setting you apart in a competitive market and reinforcing the value of your relationship. This **loyalty** keeps them coming back and also referring family and friends.



✓ Referrals

Individuals are significantly more likely to make a purchase if they are personally referred to a business by an already satisfied customer. On average, referral leads have a conversion rate that can be **3 to 5 times higher** than clients compared to leads generated through other means.



✓ Enhanced Brand Perception

Sending fresh unexpected flowers demonstrates personalized service and attention to detail, distinguishing you from competitors who use generic gifts only around holidays. Focusing on client satisfaction enhances your brand perception, portraying you as a service professional who prioritizes client well-being and success attracting new clients and **justifying premium pricing for your services.**

Program Details

The goal of this program is to make your clients feel appreciated while also making it extremely easy for you as a business owner. We handle all the details for you in 3 simple steps!



01

Plan out the year or each month

We can contact you monthly to get your client list for that month. You can plan out the entire year of giving if this makes it easier for you. Set it and forget it!

02

Select Size and Budget

We have 3 size options for you to choose from. Standard \$50, Premium \$75 and Lavish \$125. Color schemes change monthly to reflect seasonality and quality.

03

Reap the benefits

Enjoy the many thanks from your clients who are blown away by your act of gratitude! They are sure to keep coming back AND referring others!

WHAT WE NEED FROM YOU

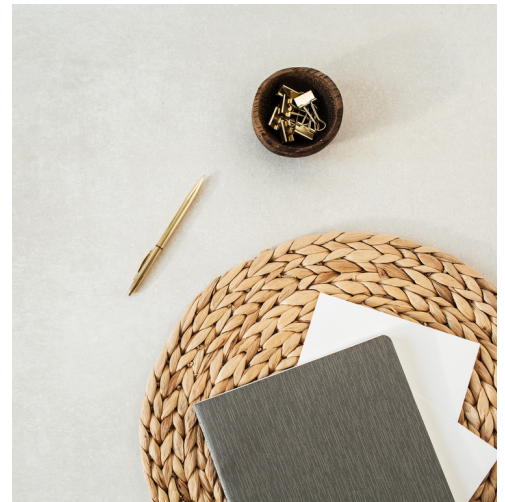
Client Checklist

If this program seems right for you then lets go ahead and get things started!

We recommend that you select 1-5 customers each month for delivery. We can take care of birthdays or special occasions too!

CHECKLIST

- ☐ Select monthly or yearly planning
- ☐ Provide a client list
- ☐ Select your price range
- ☐ Let us know of any special dates
- ☐ Call or email Ashleigh and get started!



CARD MESSAGE

What would you like the card message to say on your arrangements?

MARKETING MATERIALS?

Would you like us to deliver any marketing materials with your arrangements?

ANY QUESTIONS?

If you have ANY questions please feel free to reach out!

FREQUENTLY ASKED

Questions

01 Does the client select the flowers?

No, We rotate the flower selection based on availability and freshness

02 Can we request specifics?

We can accommodate certain color schemes or flowers if requested

03 What does the card look like?

Enclosure cards are made from premium cardstock with matching envelopes.

04 Where do you deliver?

We deliver within 20 miles of Liberty Lake

05 Is there delivery fee?

There is a \$5 delivery fee for Liberty Lake and \$10 for other areas

06 What is the client isn't home?

We will call them and set up a redelivery.

Communication

Contact Details

✉ info@PeonyandPineDesigns.com

☎ 775-934-2659



www.peonyandpinedesigns.com

Office Hours



M - F 9:00am - 5:00pm

Response Time



24 - 48 hours except weekends