

Valentine's Day **CHECKLIST**



3-6 MONTHS

- Use social media to start reminding your followers of the upcoming holiday
- Check inventory again and confirm delivery/pricing with suppliers
- Identify opportunities for cross-promotions with other local-area businesses
- Address any concerns with your staff and review the essentials: prices, dress code, and how to impress first-time and repeat customers
- Dress the store for the holiday!



1-2 MONTHS

- Check inventory and place orders
- Run a pre-training session for temporary staff
- Start promoting special offerings to your customers (email, postcards, etc.)
- Share photos daily on social media of your arrangements and action shots of your staff working



THE WEEK BEFORE

- Call loyal customers to see what they would like to order this year
- **CLEAN CLEAN CLEAN!!!** This will save time and energy later
- Provide treats and energizers for the staff
- Prep any containers with decorative accessories
- Remind your sales team about available upgrades, delivery prices and proper flower care



VALENTINE'S DAY IS ON SUNDAY!

- Inspect flowers upon arrival and place in buckets cleaned with Floralife's DCD
- Use clippers to carefully cut off 1/2" off the base of all stems and immediately place in a bucket prepared with Floralife® Flower Food
- Check the cooler temperature daily (flowers last longest if stored between 34°F - 38°F)
- Remember to organize any special requests
- Say thank you to those working so hard with you