



teleflora®

THE BENEFITS OF PARTNERSHIP





## let's grow together

At Teleflora, it is our mission to provide you with all the tools you'll need to grow a successful floral business. As our valued partner, you have our promise: **we will work with you every step of the way to ensure your business will flourish today, tomorrow and for years to come.**



## the benefits of partnership

- Our best-in-class technologies, including our award-winning POS and web-hosting solutions, are built to run your business efficiently – connecting you with consumers and the largest network of florists.
- We invest heavily in robust national advertising campaigns and develop unique and effective marketing programs and products – all to help you acquire and retain new customers.
- We have industry-leading experience and knowledge, and are always available with the support you need – allowing you to stay focused on your business.
- With over 80 years of partnership with florists, we are 100% committed to ensuring that every single order in our network goes to a local florist.

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*“Teleflora plays a very important part in the success of my shop. There are so many opportunities for Teleflora to help you grow your business to the next level.”*

— Tim Farrell, AIFD, AAF, PFCI  
Farrell’s Florist, Drexel Hill, PA



## sending and receiving orders

*Dove Network seamlessly connects you with the largest network of florists*

Teleflora's Dove Network connects you with the largest network of quality florists across the country and around the world, allowing you to expand your business by sending and receiving orders worldwide.

More orders are sent over the Dove Network than any other system. Sending is always free and can lead to fantastic cash rebates.

The Dove Network is easy to use and integrates seamlessly with Teleflora's other technologies.

The Dove Network is now mobile, so it's accessible on any device, allowing you to send and receive orders anywhere.

As you begin to receive and fulfill orders, your client base will increase substantially, giving you access to more and more new local customers.



Reliable, always on and now mobile, the Dove Network is also simple to use and integrates seamlessly with all Teleflora technologies. Sending is always free and can lead to fruitful cash rebates that really add up.

Now that the Dove Network is mobile, you can send and receive orders anytime, anywhere, giving you great flexibility. It also means your drivers can send delivery confirmations the moment the order is delivered, giving you peace of mind and your customers increased satisfaction.

**Ask us about our rebate program.**

## containers

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*our exclusive containers are inspired by artisans around the world*

As a partner florist, you'll have exclusive access to the highest-quality containers in the floral industry. We search the globe, looking for the best craftsmen, newest trends and artisan treasures to inspire our product lines.

Each and every one of our beautifully designed containers goes through a rigorous business analysis, market research, design development, as well as market and quality testing to make sure we are providing you with the most relevant and saleable products in the business at a price point that keeps you profitable.



*“I buy Teleflora products because they’re unique. You can’t find these products anywhere else and my customers absolutely love them. Teleflora knows what the trends are going to be, even before they happen.”*

— Heather Sullivan, AIFD, CFD  
Durocher Florist, West Springfield, MA

Our high-quality, on-trend containers are created by world-class designers.

Teleflora tests every product with both florists and consumers.

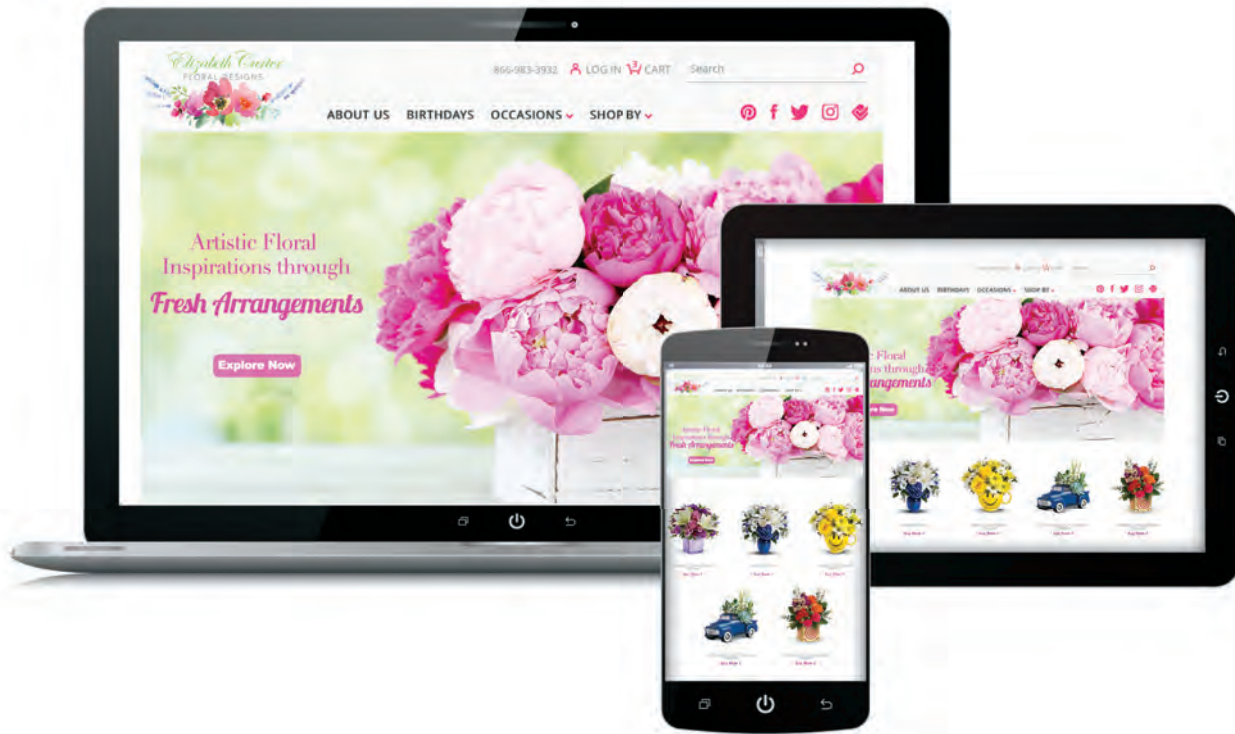
Teleflora containers are available exclusively to our partner florists, giving you a competitive edge.





# eFlorist

*delivers by driving customers to you*



Industry-leading web platform.

Easy to navigate on every device and screen size.

Sites rank high on search engine results pages.

eFlorist is much more than the industry's leading web-hosting platform. With eFlorist, you have the flexibility to be as hands-on or hands-off as you choose. We provide you with all the tools and dedicated support you'll need to manage your business your way.

eFlorist sites look beautiful on any device. The modular, sleek design and responsive platform work as well on mobile phones as they do on tablets or laptops. eFlorist sites have fast web pages, high conversion rates and best-in-class Search Engine Optimization (SEO).

Just as no two flowers are exactly the same, neither are any two flower businesses. That's why we offer so many different options. You can customize your site to emulate the personality of your shop. With more homepage designs and countless beautiful themes, it's easy to create a site that reflects your shop's uniqueness.



#### **EMAIL MARKETING DONE FOR YOU**

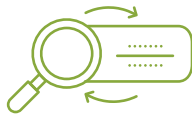
With over 85 email campaigns a year, eFlorist markets your shop to your customers.

# eFlorist



#### **SITES DESIGNED TO SELL**

With our beautiful, sleek, modular layouts it's simple to merchandise your website to attract new loyal customers.



#### **GET TO THE TOP OF RANKINGS**

Our search engine-optimized sites outperform competitors on Google and Bing.



#### **ORDER DRIVING SERVICES ATTRACT MORE ORDERS**

We offer many online options to increase your sales like paid search ads and Yelp premium business profiles.



#### **FREE MARKETING ADVICE**

eFlorist members have access to our award-winning marketing experts.

*“I’ve partnered with eFlorist for over 10 years. eFlorist offers phenomenal websites, that you control entirely, and are run by experts. I focus my energy on what we do best – flowers – and hire digital experts to do the rest for us; that’s where eFlorist and their technology experts come in.”*

— Nic Faitos

Starbright Floral Design, New York, NY

## partner directory

*place ads in the teleflora directory and watch orders grow*

|   |   |   |              |                |
|---|---|---|--------------|----------------|
| <b>Trochta's Flowers, Inc.</b>  |  |  | <b>73116</b> | <b>\$59.90</b> |
| Taking pride in serving the area with top quality & great service since 1950! Family owned & operated. Full service garden center with the finest plants & European gardens. President's Club Teleflora Top Florist. Mon-Fri 8-5, Sat 8-4 |   |   |              |                |



Teleflora's Partner Directory generates millions of orders for florists like you every year. It provides up-to-date, easy-to-find Teleflora partner florist listings worldwide. Advertising in the directory gives your shop more visibility, allowing you to sell your unique services, while also letting everyone know what codified products you carry.

Directory advertising is an important tool to increase inbound orders. It calls attention to your shop at the critical time when sending florists are actively looking to send an order in your area, garnering more sales for you.

Generates millions of orders for florists worldwide.

Provides the most visibility for your shop.

Online eDirectory is updated daily.

## Dove POS

*industry-leading shop management system designed just for florists*

Dove POS, the shop management system, is designed to maximize your shop's efficiency and profitability. It is easy to use and scalable, so it can be customized for your shop's individual needs. It should come as no surprise that Dove POS is #1 in the industry.

**Dove POS is mobile.** You can place and track orders from anywhere. The system works seamlessly on your tablet or smartphone.

**Automatic integration.** Dove POS automatically integrates with your eFlorist website, eliminating redundancy. There's no need to rekey orders.

**Marketing made simple.** Dove POS allows you to generate emails and create postcards to send to your customers with just a few easy clicks.

**Training and tech support.** One-on-one training is offered to all Dove POS system owners. And our highly trained, U.S.-based tech support is available to answer any questions by phone or email.



*“I can’t express how happy I am now that we have the Dove POS system up and working. I would recommend Dove POS for any size shop that NEEDS to know how their business is doing, rather than guessing.”*

— Tom Smith

Foley's Florist & Gifts, Berea, KY

## flowerbuyer.com

*top-quality flowers at rock-bottom prices*

If you are looking for the best flowers at the lowest prices, flowerbuyer.com is the answer. We work with over 400 growers around the world, ensuring you have access to the freshest flowers available. Flowerbuyer.com offers a wide selection of beautiful and unique flowers, all at discounted prices – saving you 20% to 30% every day. And of course, you'll have peace of mind in knowing that all our flowers come with a 100% quality guarantee.

*“I can sit down for an hour in the afternoon and save \$500 by utilizing flowerbuyer.com. This will cover the cost of my #1 designer’s salary for an entire year.”*

— Don Ziegler  
Ziegler Florists, Horsehead, NY

**Exceptional Customer Service.** Our dedicated customer service team is available to help you with your orders. They will gladly walk you through the ordering process and help you find ways to maximize your savings.

Save 20% to 30% on  
flowers every day.

100% quality guarantee.

Dedicated customer service  
team you can depend on.



## credit card and 24-hour answering service

*services designed to make you more profitable*



### credit card processing

Teleflora's credit card processing is designed to make your experience processing orders as easy and streamlined as possible. Our competitive rates and simplified rate structure, combined with seamless integration into the POS and eFlorist systems, make our credit card service unlike any other in the industry.

**One Low Fixed Rate.** We offer one low fixed rate for all major credit cards, including American Express and Discover, for both swiped and keyed transactions. We also provide you with free statement analyses, comparing costs for Teleflora credit card processing to other industry providers – so you can see your savings.

**Seamless Integration.** Our system integrates seamlessly with Teleflora technology including POS and eFlorist websites so you don't have to rekey data, saving you valuable time.

One low fixed rate.  
No hidden fees, obligations or hassles.  
Seamless integration.

### 24-hour answering service

24 Hour Flowers is an invaluable answering service that ensures that no call to your shop goes unanswered, which means you will never miss an order. Our highly trained, U.S.-based floral consultants are available 24/7 to take orders and messages when you are not at your shop, allowing you more flexibility with your own time. On average, 24 Hour Flowers users get an additional nine or more orders a month. With an average bouquet price of \$83.86, you could realize a revenue increase of \$754.74 every month.



teleflora®



## marketing solutions

*tools to grow your business*

To ensure that flowers are at the top of consumers' minds, we invest millions every year in our world-class marketing and merchandising campaigns. We offer everything from award-winning national advertising campaigns that reach millions of customers, to impactful online social media strategies, direct-marketing materials, in-store posters and countless other resources, all designed to make your flower business grow.

**Holiday Success Guides** are filled with valuable information to help you get ready for every holiday. Each guide contains online social media tips, on-trend merchandising ideas and seasonal best-selling bouquets, as well as other tips to ensure that all your holidays are worth celebrating.

*“We love the Success Guides that Teleflora creates for each holiday because they help us focus on exactly what we need to do to prepare. We always use the list of projected bestsellers, as it helps us order the right inventory for the holiday. They are a quick and easy read, and benefit us tremendously.”*

— Cindy Tole  
Botanica, Greensboro, NC

**Teleflora Toolboxes** are the ultimate resource for holidays and summer months. They contain our best-selling bouquets as well as downloadable Facebook kits that make posting a breeze.



# marketing solutions

**The Floral Selection Guide (FSG)** is an indispensable reference containing hundreds of pages of beautiful bouquets for all occasions, including a separate sympathy book. The stunning photographs in this guide are yours to use on your website or for any other marketing materials.

**FSG Kits** are filled with seasonal holiday posters, merchandising pieces and counter mats for your shop to help you sell. The kits are sent out three times a year and contain other items like Teleflora aprons, florist knives and other goodies.



**Consumer Marketing.** Our award-winning national consumer campaigns reach millions of viewers, putting beautiful hand-arranged bouquets at the top of consumers' minds when they're choosing a gift, thus driving business directly to you.



Teleflora 2015 Mother's Day Campaign

**Direct Marketing Materials.** Teleflora creates beautiful printed pieces like calendars and statement stuffers, personalized with your shop's name and contact information for you to use in your own marketing.



teleflora®

Floral Adhesive  
Item No. 31-01532  
89 g/ml

*teleflora.*



## design and business education

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*we've made all the arrangements to help you grow*

Our best-in-industry educational programs and publications are just a few of the important tools we provide to help your business grow. We offer over 125 design classes annually, where our expert educators will demonstrate and teach you the latest in floral design, with tips to create beautiful arrangements, as well as offering helpful business strategies.

### units program

With over 100 local programs a year, the volunteer-led Units Program offers florists a unique opportunity to learn the latest in design and business techniques from top industry education specialists.

### scholarship academy

Regional classes led by expert educators bring inspirational, cost-effective and impactful design programs to cities nationwide. As an AIFD Education Partner, Teleflora Scholarship Academy participants can achieve national CFD designation. Open to all partner florists, Teleflora also offers dozens of scholarships to qualifying florists.

*“The Scholarship Academy was fantastic! Great educators who continue to inspire us, thank you for investing your time and energy to make this happen! Thank you! Thank you! Thank you!”*

— Annie Taylor  
Leona Sue's Florist, Scott, LA

Over 125 design and business classes annually.

Expert educators teach design and business programs, locally.

### publications

Beautiful design inspiration and trends paired with business expertise and floral industry news makes Teleflora the go-to source for publications for florists.

**Flowers&:** Features the latest design trends and business information in the floral industry.

**Flowers and Profits:** Packed with money-saving and moneymaking tips and strategies for the most important financial issues facing your shop.

**Floral Finance:** Gives you the power to take control of your shop's bottom line by giving you sound business tips in each issue.

**Retail Florist:** Tips straight from florists that save time, bring new customers into your shop, and make you more money.

## contact us

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*customer service that's always there for you*

For over 80 years, it has been our mission to do everything we can to support our florists. As our partner, you can rest assured in knowing 100% of our network orders go out to local florists like you. You also have access to our best-in-class customer service. So, if any questions or concerns should arise, support is just a click or call away.

Teleflora's customer service was recently rated as best-in-class by our partner florists.

Contact us 24 hours a day at MyTeleflora.com. From the latest containers to upcoming educational events, MyTeleflora.com is the place to find useful information, advice, insights, resources and inspiration.

### customer service

800.421.2815

Monday–Friday 8:00 a.m.–7:00 p.m. (Central Time)

Saturday 8:00 a.m.–2:00 p.m. (Central Time)

*“The tools that Teleflora provides are invaluable – my business has grown by a factor of 10 since I joined. Using their technology has streamlined my business so much that it's like having several more full-time employees in the shop.”*

— Elizabeth Seiji, AIFD  
Edelweiss Flower Boutique, Santa Monica, CA



teleflora

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Colorful gift boxes in shades of orange, yellow, pink, and purple.

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