



# 2021 SPRING SALES GUIDE

tipton  hurst

*For Internal Use Only*

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(I will add page numbers last since the pages are still subject to change)

## COVID Procedures

As you all know, we're taking measures to ensure the safety of both our staff and customers by observing the following safety procedures:

We are testing each employee daily by checking and documenting temperatures, signs of sickness, and travel.

Masks are mandatory when up and about during your shift, except when in your private workspace/office.

Please maintain social distancing of 6ft whenever possible

Each workstation and touchable surface should be disinfected with DCD or similar disinfectant 3 times daily - morning, noon, and night. This includes workstations, doors, counters, equipment, vehicles, etc.

There will be hand sanitizer at all doors and registers.

Workspaces should have 6 feet distances marked with tape on the floor as a visual reminder to social distance.

## T&H Professionalism Expectations

Each employee is a professional and is expected to show up on time as scheduled. On-time means ready to begin working when you clock in. Putting away belongings, restroom trips, refilling coffee, etc. needs to be completed prior to clocking in.

## Break Periods

We have no designated break periods. Reasonable accommodations as necessary will be given. Excessive personal time is unacceptable as a professional and will be dealt with by your manager or supervisor.

If a business allows it, your supervisor may allow one 10 minute break period in the AM, and one 10 minute break period in the PM. An unpaid mealtime period of at least 30 minutes where you clock out is allowed if business dictates and your supervisor approves. If it is a working lunch (performing regular duties while eating) you will be paid - if approved by your manager.

Our business is unpredictable so we'll base these decisions on what's needed to provide the best service for our customers.

## Overtime

Every employee is expected to keep track of their weekly hours worked and must inform their manager when they reach 32 hours. Overtime is paid at 1.5 times the regular rate of pay and must be approved by your manager before being performed.

## Employee Conduct and Work Rules

Employees are expected to be professional at all times. That includes a strong work ethic, consideration for others, courteous and helpful attitudes to both customers and fellow employees, and a positive professional attitude.

Conversations with customers are limited to topics that are professional by nature. Personal problems are to be left at the door. In short, everyone is expected to behave as ladies and gentlemen. Yes ma'am and yes sir to every customer. Treat each other with mutual respect and admiration.

## Personal Appearance

Professional attire at all times. Tipton & Hurst apparel when conducting business on the main floor or when in contact with customers. This could be a name tag, apron, shirt, jacket, etc.

Please wear something with T&H on it when working with customers. No large logos on apparel.

Dress conservatively and ready to work in either a green shirt or khakis.

## Use of Personal Smart Phones

Professionalism is expected and required of all employees at all times. Excessive smartphone use while on duty is not permitted. Employees may use breaks and meal periods to conduct personal business.

Many of the managers and personnel use their personal cell phones for business purposes. However, if you have not been authorized to use your phone as such, refrain from using your personal phone during company time. You are a paid professional.

Excessive personal time during work hours is a problem and may lead to disciplinary action.

## Company Communication

Company emails and texts are always professional communication to facilitate our business. Never put anything in an email or text that cannot be shared with the public.

## Customer Service

### Guaranteed Satisfaction Since 1886.

Our number one job is to seek and secure customers. In order to do so, remember the following:

- The customer is always right.

- The answer is always, “Yes we can.” It is only a matter of timing and cost.

Before you step on the sales floor/answer a phone Know the following:

- A - Availability
- S - Supply
- K - Keep-ability

## Greeting

At Tipton & Hurst, we practice good southern hospitality and etiquette.

- Smile
- Yes Ma’am / Sir
- Act as though every customer is your grandparent
- Put every customer on a pedestal
- Be genuinely happy and listen
- Acknowledge every person that enters the store

## Seek To Understand

Seek first to understand the customer’s needs and occasion, i.e. delivery or pick-up? Higher average orders have the highest customer satisfaction because the recipient is overwhelmed (when the order is a gift). \$125 is our goal average order.

## Taking An Order

1. Get their name and repeat it often.
2. Introduce yourself.

3. Exchange formal pleasantries.
4. Find out the occasion/event.
5. Determine the relationship of the sender & recipient.
6. Determine the timeline.
7. Offer higher-end suggestions.
8. Suggest an add-on to make the order special.
9. Inform them of their confirmation email.
10. Ask them to review the confirmation email.
11. Give the customer your contact information.
12. Make sure to say, “Thank you Mr. /Mrs. \_\_\_\_\_. My name is \_\_\_\_\_ and I will take special care of you.”

## Food and Drink

No food and drink on the sales floor or in front of customers. At times, food may be provided, but you must conduct yourself as a professional while eating. Use your manners.

## Smoking

Because we recognize the hazards caused by exposure to environmental tobacco smoke, as well as the life-threatening diseases linked to the use of all forms of tobacco, we provide a tobacco-free environment for all employees and visitors. This policy covers the smoking of any tobacco product and the use of oral tobacco products or “spit” tobacco, and it applies to both employees and non-employee visitors of Tipton & Hurst.

1. No use of tobacco products will be allowed within the facilities of T&H
2. The designated smoking areas are behind the building and 25 feet from any door, as well as out of the sight of any customer. Please maintain a distance of 12ft apart from other employees when not wearing a mask.
3. No tobacco use in any T&H vehicle.
4. No smoking is allowed at any time at any on-site job for a client.

## Outgoing Wire Orders

- Open orders and designer’s choice are preferred for wire out orders. If the customer insists on a specific product ALWAYS sell a second and third option.
- Never send more than one (1) product or multiple cards on the same outgoing wire-order.
- It’s better to get more than enough money and overwhelm the recipient than disappoint the sender and recipient for trying to get by on too small of a budget. Larger cities have larger product and delivery prices.
- Specialty containers may not be available.
- Avoid selling Tipton & Hurst exclusive products (wire-out).
- Start with a description that will make sense to a recipient florist (i.e. [Fresh Arrangement] and give the customer’s sales price. Properly use fields for entry. First names, last names, etc. This is especially critical especially for outgoing orders.
- **Always** get a phone number for a recipient! If customers don’t have this when they place their order, emphasize the importance that they get a good contact number and update the order.

## Minimum Amounts For Outgoing Orders

Recipient Address	Item Price	Wire Fee
North America	\$35	\$8.99
Overseas	\$75	\$18.99

## No-Contact Curbside Pickup

Customers can call or place orders online for no-contact curbside pickup at our Heights, Conway, and Pine Bluff locations. Online, pickup orders are available in 30-minute increments from 9 am - 4:30 pm. When the customer arrives, they will:

- Park in designated pickup spaces
- Call phone number indicated on signage
- Let T&H staff know which space they're parked in

- Leave the delivery
- Send a text message to the recipient
  - "Tipton & Hurst Florist - Your delivery was left \_\_\_\_\_ (on your porch, by the front door, etc.)."
- Confirm delivery via the Quickflora link immediately.
  - If the link is unavailable, you must confirm the delivery as soon as you return to the store with the accurate time of delivery.
- The next day, our sales team will call the recipient and the customer to ensure that they are completely satisfied!

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## Important Dates

**Administrative Professional's Week:**  
April 19-23

**Teacher's Appreciation Week:** May 3-7

**Nurse's Appreciation Week:**  
May 6-12

**Mother's Day:** May 9

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## Delivery Driver Protocol

Below is the proper delivery protocol:

- Driver will call the recipient while on the way to his or her next delivery for the following
  - To let the recipient know they have a delivery on the way
  - To confirm a spot where we can leave the delivery

## T&H Gift Wrapping Policy

It is our pleasure to gift wrap items at a customer's request. Instead of Christmas greenery, we'll use another inexpensive but hardy type of greenery, like Israeli Ruscus.

## For Bag Wrapping

1. Remove the price tag!
2. If the item is fragile, wrap it securely in white tissue to provide some padding.
3. Place the item in the center of a sheet of Tipton & Hurst logo tissue, and gather around.
4. Place the wrapped item into a bag, and add at least one piece of white tissue in the center of the logo tissue so that you can't see down into the bag.
5. Tie a length of satin ribbon onto the handles of the bag so that they stay closed, and then tie the ribbon around your greenery. You should have two simple knots at this point.
6. Finish by tying the remaining ribbon into a bow and adding a gold T&H sticker to the bow. Don't forget to trim your ribbon!

## For Box Wrapping

1. Remove the price tag!
2. If the item is fragile, wrap it securely in white tissue to provide some padding.
3. Place one piece of T&H logo tissue at the bottom of the box with the extra folded over the sides. Depending on the size of the box, you may need to use more than one piece or fold one in half to fit.
4. Place the item into the box, fold the tissue over, and place the top on the box.
5. Flip the box over, and place a length of ribbon in the center. Wrap around the bottom and cross the two pieces, then pull them around to the top and measure to make sure you can three simple knots at the top.
6. Once you've tied the first knot, tie another around your piece of greenery.
7. Use another length of ribbon to make a bow, and tie it on using your first piece of ribbon, then tuck the edges underneath the bow.
8. Finish by adding a gold T&H sticker to the bow and trimming the edges of your ribbon.

This wrapping is available at no charge on any full-priced item or item discounted less than 30%. If a customer wants an item gift wrapped that is discounted more than 30% off, we'll charge a small fee of \$5 per item.

Of course, based on the flow of business you may not be able to gift wrap more than one item immediately. Use your judgment and if needed, offer to take the customer's information and call them once their items are ready for pick-up.





# ADMIN WEEK





**ADMIN WEEK  
ARRANGEMENTS**

## 2021 Admin Week Arrangements

### 2021 Admin Week Arrangements

Item Code	Item Name	Standard	Deluxe	Premium
252B13	Grab n' Go Bud Vase	\$25	\$30	\$40
252B13	Grab n' Go Bud Vase	\$25	\$30	\$40
252B13	Grab n' Go Bud Vase	\$25	\$30	\$40
110B19	The Real Boss	\$65	\$75	\$85
206B10	Rose Sorbet Bubble Bowl	\$80	\$100	\$125
223B10	Just Happy	\$45	\$55	\$65
177B10	Bold n' Beautiful	\$65	\$80	\$110
224B12	Cheers	\$100	\$125	\$150
223B13	Dainty	\$45	\$55	\$65
223B14	Miss Modern	\$50	\$60	\$75
212B10B	Baby Blue	\$60	\$75	\$95

# 2021 Admin Week Arrangements



Grab n'Go Bud Vase - 252B13		
standard	deluxe	premium
\$25	\$30	\$40

This fun-filled arrangement includes gerbera daisies and lily grass in a colorful glass bud vase. Containers may vary.



Grab n' Go Bud Vase - 252B13		
standard	deluxe	premium
\$25	\$30	\$40

This fun-filled arrangement includes gerbera daisies and lily grass in a colorful glass bud vase. Containers may vary.



Grab n' Go Bud Vase - 252B13		
standard	deluxe	premium
\$25	\$30	\$40

This fun-filled arrangement includes gerbera daisies and lily grass in a colorful glass bud vase. Containers may vary.



The Real Boss - 110B19		
standard	deluxe	premium
\$65	\$75	\$85

Let them know who the REAL boss is! This modern arrangement features protea, dendrobium orchids, dianthus balls, and lily grass.



## 2021 Admin Week Arrangements



**Rose Sorbet Bubble Bowl - 206B10**

standard	deluxe	premium
\$80	\$100	\$125

You'll make anyone feel special with this bright and cheery rose arrangement! Including a mixture of sorbet colors, these roses are complimented with coffeeberry and arranged in a bubble bowl.



**Just Happy - 223B10**

standard	deluxe	premium
\$45	\$55	\$65

Roses, lilies, gerbera daisies & bupleurum come together to form this gorgeous bouquet in bright melon tones. Perfect for any occasion where something bright and thoughtful is desired.



**Bold n' Beautiful - 177B10**

standard	deluxe	premium
\$65	\$80	\$110

Popular no matter the season, Bold "n Beautiful is an exceptional multicolored medley of gerber daisies, roses, lilies, and other flowers in cheerful colors arranged in a cube vase.



**Cheers - 224B12**

standard	deluxe	premium
\$100	\$125	\$150

What a bright and vivacious arrangement! This is sure to bring some happiness to the day!

## 2021 Admin Week Arrangements



### Dainty - 223B13

standard	deluxe	premium
\$45	\$55	\$65

This arrangement sits in a modern and artful illustrated vase. Perfect for someone who appreciates extra aesthetic!



### Miss Modern - 223B14

standard	deluxe	premium
\$50	\$60	\$75

This arrangement is a modern, delicate, and tastefully feminine piece.



### Baby Blue - 212B10B

standard	deluxe	premium
\$60	\$75	\$95

This darling little arrangement is perfect for a smaller table or a kitchen. The blue and white is fresh and clean.





# ADMIN WEEK PLANTS

## 2021 Admin Week Plants

### 2021 Admin Week Plants

Item Code	Item Name	Standard	Deluxe	Premium
322SS	Succulent Set		\$50	
307C	Charming Gerbera		\$35	
325FB	Fluttering Blooms		\$30	
325BD	Darling Blooms		\$30	
307L	Lovely Pink		\$30	
311C	Classy Kalanchoe		\$30	
316P	Pastel Pink Plant		\$45	
331-WS	Sunshine Orchid		\$100	
304B08	Jean Ann	\$85	\$150	\$200
304	Single Orchid		\$75	
304DB20	Double Stem Orchid		\$85	
304W	Waterfall Orchid		\$85	

## 2021 Admin Week Plants



Succulent Set - 322SS		
	standard	
	\$50	

This succulent set is perfect for a desk or window that gets lots of light! A wonderful way to add some color to your loved one's environment!



Fluttering Blooms - 325FB		
	standard	
	\$30	

This blooming plant is seated in a container illustrated with fluttering birds!



Charming Gerbera - 307C		
	standard	
	\$35	

This gerbera daisy plant is situated in a lovely little face container. A modern and chic addition to your plant collection!



Darling Blooms - 325BD		
	standard	
	\$30	

This plant comes in a lovely green and pink container!



# 2021 Admin Week Plants



Lovely Pink - 307L		
	standard	
	\$30	

How about a lovely pink blooming gerbera daisy to brighten your day?



Classy Kalanchoe - 311C		
	standard	
	\$30	?

This cute kalanchoe is potted in a stylish blue-glazed ceramic container. A smooth addition to your plant collection!



Pastel Pink Plant - 316P		
	standard	
	\$45	

A cute and vibrant pink plant seated in a three-legged pastel pink container. Sure to brighten someone's day!



Sunshine Orchid - 331-WS		
	standard	
	\$100	

The sunshine is captured here with the color of sun-filled dandelions and a warm evening glow. This orchid is bright and lovely. We all need some sunshine!

## 2021 Admin Week Plants



**Jean Ann - 304B08**

standard	deluxe	premium
\$85	\$150	\$200

Named after the late Mrs. Jean Ann Morris, everyone knew her as she greeted everyone at the Tipton & Hurst door for 30 years. This is a strong example of her favorite phalaenopsis orchid plant in a contemporary moss-filled glass container.



**Single Orchid - 304**

\$75
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The classic and elegant orchid plant is a great gift that continues to bloom and grow for years to come.



**Double Stem Orchid - 304DB20**

	standard	
	\$85	

Now available in white, purple, and yellow, the elegant blooms of the orchid plant make a great gift for any occasion.



**Double Stem Orchid - 304DB20**

	standard	
	\$85	

Now available in white, purple, and yellow, the elegant blooms of the orchid plant make a great gift for any occasion.



## 2021 Admin Week Plants



Double Stem Orchid - 304DB20		
	standard	
	\$85	



Double Stem Orchid - 304DB20		
	standard	
	\$100	

Now available in white, purple, and yellow, the elegant blooms of the orchid plant make a great gift for any occasion.



Waterfall Orchid - 304W		
	standard	
	\$85	

With their cascading blooms tumbling down, these gorgeous phalaenopsis orchids evoke images of waterfalls and come in both purple and white.



# ADMIN WEEK GIFT BASKETS

2021 Admin Week Gift Baskets

Item Code	Item Name	Standard	Deluxe	Premium
570YTB	You're the Bomb!	\$40	\$45	\$60
115B19	Thyme's Lavender Basket		\$95	
115B19P	Thyme's Lavender Basket with Plant		\$75	
116B20	Thyme's Lemon Leaf Basket		\$75	
116B20P	Thyme's Lemon Leaf Basket with Plant		\$90	
114B19	Thyme's Goldleaf Basket		\$100	
114B19P	Thyme's Goldleaf Basket with Plant		\$75	
120B19	Thyme's Linen Basket		\$85	
120B19P	Thyme's Linen Basket with Plant		\$70	
424B29	Thyme's Mandarin Basket		\$85	
424B29P	Thyme's Mandarin Basket with Plant		\$85	
117B20	Thyme's Passionfruit Basket		\$80	
117B20P	Thyme's Passionfruit Basket with Plant		\$60	
121B19	Complete Capri		\$150	
121B19P	Classic Capri with Plant		\$95	
535B10	Chocoholic Basket	\$65	\$80	\$100
504CGGC	French Bee & Co. Green China Grove		\$54	



# 2021 Admin Week Gift Baskets



You're the Bomb! - 570YTB		
standard	deluxe	premium
\$40	\$45	\$60

A great gift for the one you appreciate the most! Includes a sweet blooming plant and a Musee bath bomb.



Thyme's Lavender Basket - 115B19		
standard	deluxe	premium
	\$95	

All the essentials (hand soap, lotion, bar soap, and hand creme) in our Thymes Lavender Scent wrapped up together for the perfect gift for your Lavender Lover!



Thyme's Lavender Basket with Plant - 115B19		
standard	deluxe	premium
	\$80	

All the essentials (hand soap, lotion, bar soap, and hand creme) in our Thymes Lavender Scent wrapped up together for the perfect gift for your Lavender Lover! Includes a plant!



Thyme's Lemon Leaf Basket - 116B20		
standard	deluxe	premium
	\$75	

All the essentials (hand soap, lotion, bar soap, and hand creme) in our Thymes Lemon Leaf Scent wrapped up together for the perfect gift for your Laemon Lover!

# 2021 Admin Week Gift Baskets



Thyme's Lemon Leaf Basket with Plant - 116B20P		
standard	deluxe	premium
	\$90	

All the essentials (hand soap, lotion, bar soap, and hand creme) in our Thymes Lemon Leaf Scent wrapped up together for the perfect gift for your Laemon Lover! Comes with a plant!



Thyme's Goldleaf Basket - 114B19		
standard	deluxe	premium
	\$100	

All the essentials (hand soap, lotion, bar soap, and hand creme) in our Thymes Goldleaf Scent wrapped up together for the perfect gift for your GoldleafLover!



Thyme's Goldleaf Basket with Plant - 114B19		
standard	deluxe	premium
	\$75	

All the essentials (hand soap, lotion, bar soap, and hand creme) in our Thymes Goldleaf Scent wrapped up together for the perfect gift for your Goldleaf Lover! Includes a plant!



Thyme's Linen Basket - 120B19		
standard	deluxe	premium
	\$85	

All the essentials (hand soap, lotion, bar soap, and hand creme) in our Thymes Washed Linen Scent wrapped up together for the perfect gift for your Linen Lover!



# 2021 Admin Week Gift Baskets



Thyme's Linen Basket with Plant - 120B19P		
standard	deluxe	premium
	\$75	

All the essentials (hand soap, lotion, bar soap, and hand creme) in our Thymes Washed Linen Scent wrapped up together for the perfect gift for your Linen Lover! Comes with a plant!



Thyme's Mandarin Basket - 424B29		
standard	deluxe	premium
	\$85	

All the essentials (hand soap, lotion, bar soap, and hand creme) in our Thymes Mandarin Coriander Scent wrapped up together for the perfect gift for your Mandarin Lover!



Thyme's Mandarin Basket with Plant - 424B29P		
standard	deluxe	premium
	\$85	

All the essentials (hand soap, lotion, bar soap, and hand creme) in our Thymes Mandarin Coriander Scent wrapped up together for the perfect gift for your Mandarin Lover! Includes a plant!



Thyme's Passionfruit Basket - 117B20		
standard	deluxe	premium
	\$80	

All the essentials (hand soap, lotion, bar soap, and hand creme) in our Thymes Passionfruit Neroli Scent wrapped up together for the perfect gift for your Passionfruit Lover!

# 2021 Admin Week Gift Baskets



Thyme's Passionfruit Basket with Plant - 117B20P		
standard	deluxe	premium
	\$75	

All the essentials (hand soap, lotion, bar soap, and hand creme) in our Thymes Passionfruit Neroli Scent wrapped up together for the perfect gift for your Passionfruit Lover! Includes a plant!



Complete Capri -		
	standard	
	\$150	

Everything you need to set up your Capri Blue fan's Volcano collection.



Classic Capri with Plant -		
	standard	
	\$95	

Everything you need to set up your Capri Blue fan's Volcano collection.



Chocholic Basket - 535B10		
standard	deluxe	premium
\$60	\$75	\$100

This basket is perfect for a chocolate lover! Indulge in an assortment of chocolate treats!

## 2021 Admin Week Gift Baskets



### French Bee & Co. Green China Grove - 504CGGC

	standard	
	\$54	

This candle by The French Bee and company is poured in a soft lime green color in a glass container embellished with their bee sigil. Notes of clean linen, fresh rain, and the green smell of new growth in spring.