



tipton  hurst

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*2020
Mother's Day
Sales Guide*

Welcome!

We are very excited to have you be a part of our 2020 Teacher and Nurse Appreciation Weeks and Mother's Day Sales Team! During this busy season, we ask that you keep the following in mind:

Safety First!

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

- **Limiting Outside Entrance**
 - We have closed our showrooms and have limited entrance to only essential personnel from both vendors and our staff.
- **Employee Testing**
 - We are testing each employee daily by checking and documenting temperatures, signs of sickness, and travel. We are also implementing an armband system as a visual signal that each and every employee has been checked daily.
- **Masks and Gloves**
 - Masks and gloves are mandatory when up and about during your shift, except when in your private workspace/office. Cloth masks should be washed or disinfected daily, and gloves should be changed regularly to avoid cross-contamination.
- **Social Distancing**
 - Please continue to practice social distancing both at work and at home.
 - Workspaces should have 6 feet distances marked with tape on the floor as a visual reminder to social distance.
- **Disinfecting/Cleaning**
 - 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.
- **At-Risk Employees**
 - When possible, at-risk employees are working from home!

Incentives -

- We are grateful to all of our employees who are able and willing to continue working during this stressful time, and to show that, hourly employees are receiving hazard pay of \$2 more per hour than their regular rate of pay, and managers/salaried employees are receiving 15% - 20% more than usual.
- Please keep in mind, employees must follow all guidelines to continue their in-store employment and receive their hazard pay.
-

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 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

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."*

Remember To Get Complete Information

Sender:

- First and Last Name
- Cell Phone
- Billing Address
- Email Address

Recipient:

- First and Last Name
- Cell Phone
- Business Name (If applicable)
- Complete Address
- ***Please remember to put the information regarding where we can leave the order when it's delivered in the Special Instructions section of your order.***

Important Dates:

Teacher Appreciation Week - May 4-8, 2020

Nurses Appreciation Week - May 6-12, 2020

Mother's Day: May 10, 2020

Delivery - Flatten the Curve

We're offering Free, Local No-Contact Delivery on orders of \$49 or more when delivered on Monday, May 4, Tuesday, May 5, Wednesday, May 6, and Monday, May 11. This is to encourage early (or late) deliveries in an effort to "flatten the curve" of Mother's Day orders! Orders placed for Thursday, May 7 - Sunday, May 10 will incur a delivery surcharge, as listed below:

- Thursday, May 7 + \$5
- Friday, May 7 & Saturday, May 9 + \$10
- Sunday, May 10 + \$15

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

No-Contact Drive Through Showrooms

Our Heights, Conway, and Pine Bluff locations will also offer no-contact drive-through showrooms this Mother's Day! We'll set up tents and tables displaying our products, and give our customers disposable menus. Our staff will use iPads equipped with QuickFlora to take and fulfill orders as the customer drives through our parking lot.

Outgoing Wire Orders

Please note - *we will not be able to take outgoing wire orders for delivery on Thursday, Friday, Saturday, and Sunday. Please try to have your customer agree to have their order delivered Monday - Wednesday or the following Monday.*

- Please sell only Designer's Choice - outgoing florists will not accept Tipton & Hurst originals!
- Never send more than one (1) product or multiple cards on the same outgoing wire-order
- Delivery charge should not be included with the product - QuickFlora will automatically add it to the total. However, larger cities have larger product and delivery prices. 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.
- 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

Destination	Product (\$)	Wire Charge
North America	\$50.00	\$8.99
Oversea	\$80.00	\$12.95

*Most overseas floral orders do not come arranged in vases. Add \$20.00 for a vase arrangement. When filling wired-in orders, substitutions are proper only in emergency situations. You must notify the sending florist of any substitution.

If you aren't sure which florist to choose from a list on google, choose the one with the highest amount of reviews and most stars. For instance, a florist with a 4.6 Star Rating and 175 reviews is preferable to a florist with a 5 Star Rating and 1 review.

Our policy until this point has been to ask for an 80/20 split and tax exemption on call out orders. Please continue this policy. Each location should have a digital copy of our tax certificate that you can send to any florist who needs it.

For Example:

\$75 arrangement

\$10 delivery charge

= \$85.00 total

Less 20% commission or x 80%

= \$68.00. (Charge to our T&H Credit Card)

Please alert Howard if a florist refuses to give us our 20% commission/ discount.

All pickup, drive-through, and delivery orders should be packaged as shown below:



Order Taking Incentives

Sales staff are eligible for a bonus based on the following criteria:

- Orders Placed for Monday, May 4 - Wednesday, May 6 or Monday, May 11 - **+\$0.50 per order**
 - To encourage
- Sell Mother's Day Products Worth \$100 - **+\$0.50 per order**
- Sell Mother's Day Products Worth \$150 - **+\$1.00 per order**

To receive these incentives, the order must include all necessary information including, but not limited to:

- Contact Information
 - Recipient Full Name
 - Cell Phone Number
 - Accurate address
 - Email address
 - Including correct zip code and city
 - Where to leave the arrangement, if the customer knows

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
- 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!

Again, we are grateful for our delivery team and are providing hazard pay that is dependent on these protocols being followed!

Mother's Day 2020 - Fresh Arrangements



Ms. Amanda

\$70 | \$80 | \$100

[176B20]

Roses, lilies, gerbera daisies, and viburnum are blended in a sweet keepsake pitcher for a gorgeous spring arrangement.



Morning Sunshine

\$100 / \$125 / \$150

[189]

This blue & yellow arrangement includes Yellow Roses, Green Hydrangea & blue Hyacinth, and comes in a beautiful country blue vase.



Mrs. Jennifer

\$100 | \$125 | \$150

Special: \$125 Value for \$100

[103B19]

This arrangement contains Purple roses, hyacinth, kale, and viburnum that combine to create this bright mix!



Mrs. Dixie

\$100 | \$115 | \$135

[107B19]

This white and green mix of hydrangea, lilies, Queen Ann's Lace, astible, and viburnum is the epitome of elegant and clean, with a hint of whimsy.



Tulip Splendor

\$80 | \$100 | \$135

[256]

Tulips paired with viburnum for a simple, elegant look!



Spring Party

\$85 | \$100 | \$125

[241]

A spring favorite - this mix of gerbera daisies, roses, hydrangea, coffeeberry, and viburnum is perfect for any occasion.

Mother's Day 2020 - Fresh Arrangements



Sippin' Pretty
\$40 | \$55 | \$70
[265B20]

A bunch of tulips paired with viburnum in a keepsake vase that mom can use again and again. Complete the gift and add a Sugarfina Cocktail Kit!



Bold n' Beautiful
\$55 | \$75 | \$100
[177B10]

A bright medley of gerbera daisies, roses, lilies, hydrangea, and statice in cheerful colors arranged in a cube vase.



Just Happy
\$40 | \$50 | \$60
[223B10]

Roses, lilies, gerbera daisies, and bupleurum come together to form this gorgeous bouquet in bright melon tones.



Rose Sorbet Bubble Bowl
\$65/\$85/\$100
[206B10]

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.



Mrs. Gernice
\$50 | \$60 | \$75
[287]

This pretty pink arrangement of orange & pink roses is sure to make her smile! It is fittingly named after Gernice Turner, the mother of Freda Rice - a 30-year employee of Tipton & Hurst.



This Little Light of Mine
~~\$80~~ \$65
[428B20]

This sweet arrangement of daisies, roses, solidago, and dianthus balls comes with an extra surprise – the vase is really a Hedge Farms Cache Pot candle!

Mother's Day 2020 - Fresh Arrangements



Box of Chocolates

\$50 | \$75 | \$100

[175B20]

This pink garden includes daisies, spray roses, dianthus flower, carnations, and rice flower plus, it holds an extra surprise - a 2 piece box of Louis Sherry Chocolates!



Rose Boxes

\$50/\$75/\$95/\$120

½ doz. / **1 doz.** / 1 ½ doz. / 2 doz.

[155B]

All the rage in Europe, these Parisian inspired hat boxes are an elegant and playful take on your standard dozen roses. Shown here in black and white.



Box of Chocolates

\$100 | \$150 | \$200

[140B19]

This simple, but stunning clutch of peonies and viburnum is gorgeous for any spring occasion!



Arkansas Grown Hydrangea in
Decorative Container

\$55 | **\$65** | \$75
[338MD]

Make a big impact with a beautiful hydrangea in a decorative container.



Arkansas Grown Azalea Plant

\$55 | **\$65** | \$75
[325B07]

This gorgeous plant displays the delicate flowers that give a perennial pop to any space that needs a little perking up!



English Garden Basket

\$55 | \$75 | **\$95**
[372B10]

4" blooming plants in assorted colors in a keepsake basket.



European Garden Basket

\$75 | **\$95** | \$125
[396B10]

Includes a selection of 6" blooming and green plants all packaged in a natural basket.



Miniature Orchids

\$45
[304M]

The classic & elegant orchid plant is a great gift that continues to bloom & grow for years to come - now in miniature.



African Violet Basket

\$50
[315]

A woven basket filled with African violets in every shade and accented with butterfly picks.

Mother's Day 2020 - Plants



Jean-Ann

\$85 | \$150 | \$200

[304B08]

Named after the late Mrs. Jean Ann Morris, she was known to greet 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 container.



Spiral Stem Orchids

\$75

[304SB20]

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



Triple Stem Orchid

~~\$90~~ \$75

[304TB20]

The classic and elegant triple-stemmed orchid plant is a great gift that continues to bloom and grow for years to come.



Double Stem Orchids

~~\$85~~ \$65

[304DB20]

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



Opulent Orchids

\$350

[304B10]

This opulent arrangement of orchids is sure to be a showstopper in any space.



"You're The Bomb" Basket

\$30 | \$40 | \$55

[570YTB]

A great gift for the one you appreciate most! This basket includes a plant & bath balm.



Musee Bath Balm Bouquet

\$90 \$65

[423B20]

Featuring a 12 premium Musee Bath Balms in a variety of scents and colors, this bright bouquet is a perfect gift for any occasion (and you might need one for yourself, too)!



But First, Coffee Basket

\$115

[424B30]

Everybody knows that the best part of the day is a nice cup of coffee. For the coffee lover, this is the perfect way to show them how much you care! Includes Sugarfina coffee bears, two Arkansas crafted mugs, delicious toffee, cookies, and ground coffee for a perfect snack.



The Smell of Spring Basket

\$100 \$85

[424B28]

Aromatique Smell of Spring is one of their most popular scents. It is comprised of hyacinth, jasmine, and rose touched lightly with lily of the valley. This original Aromatique smell will bring joy to anyone who receives this gift. Includes potpourri, wax melts, a votive, and room spray with coordinating floral and a bath bomb!



Farmhouse Chic Basket

\$85

[424B25]

We love everything about this basket, from the Aloe Vera plant to the Magnolia Blossom hand lotion and lotion candle. It also includes two types of bar soap!



Thymes Goldleaf

\$85 \$75

[114B19]

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

Mother's Day 2020 - Gifts



Forever Young
\$100
[132B19]

A sophisticated bath set featuring a miniature orchid, Musee Bath Salts, Bath Bomb, and a Voluspa Candle.



Thymes Lavender
\$70
[115B19]

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!



Classic Capri
\$80
[121B19]

Everything you need to set up your Capri Blue fan's Volcano collection - a candle, hand soap, bar soap, a bath bomb, and room fragrance.



Chocoholic Basket
\$60 | \$75 | \$100
[535B10]

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



Tiffany Blue
\$80
[129B19]

Everyone loves Tiffany Blue, and this pairing is no different. Louis Sherry chocolates combined with Lux's Blue Hydrangea candle.



Complete Capri
\$180
[119B19]

The complete Capri Blue Volcano set with a matching decorative tray! Includes a candle, hand soap, hand lotion, bar soap, a bath bomb, body wash, and body oil.



Thymes Mandarin Coriander Basket

\$135

[424B29]

This one-of-a-kind herbal and citrus blend is like a breath of fresh air. Including countertop spray, home fragrance, dish soap, a candle, and hand creme made with biodegradable cleansing agents - extracts of fennel and parsley effectively clean, while putting a refreshing touch on the surfaces of your home.



Lollia This Moment Basket

\$165

[424B21]

Botanical bliss. Lose yourself in a luxurious delightfully fragranced & richly relaxing scent that soothes the senses with uplifting notes of Water Lily, Sun Blossoms, Aquatic Greens, Sweet Grass & Honey Amber. Includes reed diffuser, soap, bath salt, and pocket hand creme and perfume with a few extra treats.

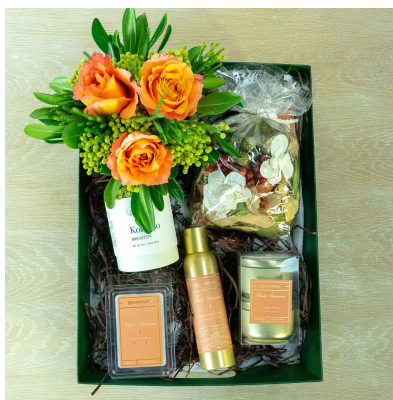


Lollia Wish Basket

\$110

[424B23]

Transport your senses with warm Vanilla Bean and Rice Flower delicately frosted with Sugared Pastille as comforting Ylang Ylang and the sheerest of Amber Woods complete the scene. Includes reed diffuser, soap, bath salts, and pocket hand creme and perfume paired with a sweet picture frame.



Pomelo Pomegranate Basket

\$115

424B20

This basket is filled with a candle, potpourri, room spray, wax melt, and more to take you to the tropics. Pomelo and Pomegranate is comprised of a sweet citrus blend of oroblanco pomelo and pomegranate musk infused with a hint of clementine blossoms.



Portus Cale Basket

\$200

[424B24]

The Portus Cale Basket includes a diffuser, a candle, soap in a nice ceramic dish, and a fresh hydrangea plant in a ceramic pot.



Sorbet Basket

\$80

[424B27]

This basket is filled with Aromatique's Sorbet scent. The scent is comprised of lemon and lime entwined with peach, melon, and rose. Includes reed diffuser, room spray, wax melts, votive, and coordinating bath bomb.

Mother's Day 2020 - Gifts



Santalum Blooms Basket

\$75

[424B26]

The Santalum Blooms Basket includes potpourri, a votive, wax melts, room spray, and a coordinating bath bomb and fresh plant.



Bright and Beautiful Basket

\$90

[202B20]

The Bright and Beautiful Basket includes a bag of Musee bath salts, candle, bath balm, bar soap, and a coordinating plant.



Hint of Hydrangea

\$125

[201B20]

Hint of Hydrangea includes Aromatique Fresh Hydrangea potpourri, reed diffuser, room spray, and candle on a coordinating platter.



Zen

\$135

[203B20]

The Zen features a gorgeous waterfall orchid and cotton ginseng potpourri and a candle on a coordinating platter.

Mother's Day 2020 - Add Ons



Tipton & Hurst Greeting Cards

Handwritten Card \$5.00

[513HW]

Tell Mom how much you love her with a handwritten card from Tipton & Hurst.



Capri Blue "Volcano" Candle

8 oz. \$22 | 19 oz. \$30 | 48 oz. \$88

[504CB]

With its familiar feel and cult following, Volcano is the perfect blend of citrus and sugar notes. Like the excitement and energy of a summer night rendezvous, this fragrance is simply unforgettable.



Lux Veranda

4 oz. \$17 | 8 oz. \$35 | 10 oz. \$22.50

14 oz. \$50

[504LV]

One of our favorite scents from Arkansas brand, Lux, this candle features jasmine and gardenia blooms gently blended with a fresh, crisp bamboo top note to transport you to an evening on the Veranda.



DTHY Pagoda Candle

\$30

[CAN1004]

The aromatic and uplifting fragrance of blue hydrangea



DTHY Pagoda Candle

\$30

[CAN1005]

The fragrance of freshly squeezed pink grapefruit.



DTHY Pagoda Candle

\$30

[CAN1006]

The fragrance of jasmine and gardenia blended with a fresh bamboo top note.

Mother's Day 2020 - Add Ons



Musee Bath Balms

\$7
[517]

Musee Bath Balms are a fan favorite and come in a wide variety of scents



J&M Cookies

Small \$3 | Large \$6
[511JM]

J & M cookies are traditional and crispy with every bite. Our Chocolate Chip Cookies are a wonderful variation of an old favorite using rich chocolates that would make any grandmother proud.



Lambrecht's Toffee

4 oz. \$10 | 8 oz. \$17 | 16 oz. 25
[511LT]

A gourmet Arkansas brand, Lambrecht's toffee is a fan favorite!



Sweet Shop Gift Box

9 pc. \$14.00
[505V]

Inside this gold embellished box is our delicious double chocolate and fudge love truffles for your enjoyment. These assorted boxes will make the perfect gift.



Louis Sherry Chocolate

12 pc. \$33.00 | 2 pc. \$8.50
[505LS]

Our emblematic gift box composed of a house selection of exquisite Louis Sherry truffles renowned for their creamy texture and exceptional silkiness. A truly delightful gift for anyone to indulge in the pleasure of fine chocolate.