



## Certified Florist Manual Outline

### Chapter One: Care and Handling (Pages 6-21)

This chapter covers the care and handling of fresh cut flowers, foliage and general plant care. Topics include everything from what to do upon receipt of fresh product to pest and disease in plants. Some of the areas covered for fresh cut flowers and foliage include:

- Preparation
- Water
- Preservatives
- Other Floral Care Solutions
- Preparing Flowers
- Conditioning Flowers
- Floral Cooler Basics
- Temperature and Humidity
- Ventilation
- Lighting
- Dry Pack Storage
- Other Types of Storage
- Daily Maintenance
- Consumer Information

General plant care covers:

- Light
- Water
- Temperature
- Fertilizers
- Growing Mediums
- Repotting
- Propagation
- Insect Pest
- Disease

This is an excellent chapter for the beginner as well as the seasoned pro.

## **Chapter Two: Product Identification (Pages 23 - 124)**

This chapter covers over 350 varieties of cut flowers, cut foliage, green plants and blooming plants. The chapter is presented in beautiful four-color photography. The varieties are listed alphabetically by common name so you can find what you're looking for fast and easy. Each variety has the following information available:

- Common Name
- Latin Name
- Pronunciation Guide
- Seasonal Availability
- Available Colors
- Size (Blossom and Stem Lengths)
- Lasting Quality
- Packaging Information
- Quality Guide
- Design Tips
- Care & Handling Information
- Reflowering Tips (Blooming Plants)

You'll be referring to this chapter often as an excellent source for product information. It's great to use when working with customers or suppliers.

## **Chapter Three: Customer Relation & Sales (Pages 126 - 131)**

We all know how important customer service is in our industry. It plays a vital role in being a professional. In this chapter you will study from the following areas:

- Meet Your New Boss (The Customer)
- Prepare Yourself (Personal Values)
- Start Polishing (Presentation, Appearance)
- People Love To Buy But Hate To Be Sold
- A Sales Blueprint
- Show Me The Money
- Welcome Complaints

Do you know the difference between *The Relater*, *The Socializer*, *The Thinker*, and *The Director*? If you don't, you will after studying this chapter. This chapter also hits on how to properly answer the phone, take wire orders, funeral and wedding orders.

## **Chapter Four: Delivery (Pages 133 - 142)**

If there is one thing that differentiates today's florist from other retail shops, it's the level of customer service we provide. Our delivery programs are an excellent example.

Delivering flowers gives us some special advantages, too. Our delivery vehicles operate as traveling billboards for our business. In addition, many of the deliveries we make are to first-time customers.

It's the perfect opportunity to start a long-term relationship. Plus, current customers like the fact they can depend on us to deliver their message of celebration or sympathy.

When a delivery is badly handled, it gives a very public black eye. That's why our delivery service has to be managed for success from operations to delivery charges to vehicle maintenance.

- Organizing Is the Key
- The Delivery Log
- Quality
- Door Tags
- Non-Delivery
- Follow-Up
- Dispatch with dispatch
- Staging
- Driver Efficiency
- Vehicle Transport System
- Drivers – Your Public Face
- Hiring Rules
- Delivery Tools
- Training
- Delivering for dollars
- Key Expenses
- Calculating Delivery Cost
- Vehicle maintenance

## **Chapter Five: Marketing (Pages 138 - 142)**

For many florists, marketing is a natural. That's because the same creativity that allows one to arrange spectacular floral bouquets can also help you develop marketing messages that attract attention.

Of course, marketing is a lot more than a smart tag line. It takes discipline and focus to ensure marketing dollars are spent wisely. A successful florist will think of marketing as an investment, one that pays a measurable return in customer sales and creates business growth.

- It starts with branding
- Establish Your Image
- Brand Character
- Image
- Voice
- The easiest new customer
- Relationship marketing
- Investing wisely
- The Purchase Funnel
- Advertising Media
- Direct Marketing
- Internet
- Media planning
- Preparing a Marketing Calendar
- Measuring results
- Advertising activities
- Direct marketing

- Internet marketing
- Creative execution, marketing materials and message content
- Proven marketing ideas
- Birthday/Anniversary reminders
- Holiday Catalogs
- Event Reminders
- Holiday and Seasonal Open Houses
- Special In-store Events
- In-house Floral Classes
- Group Presentations
- Guest Designer Presentations
- Cultural and Civic tie-ins

## **Chapter Six: Accounting (Pages 144 - 152)**

Few of us in the floral industry look forward to a day spent with books and accounts. I mean, when was the last time you said, "I love bookkeeping, the way all the numbers add up!" Still, a flower shop is a business, one that not only sells products, but manufactures them as well. It has to be carefully managed to stay in business.

Billing, cash flow, salaries and compensation, inventory, payments to suppliers – these and other financial matters are the business side of the design, creativity and flowers we love working with. If we can't balance the needs of our business with our creative needs, over time, neither will be satisfied. Fortunately, with an organized approach to financial matters, we can have the information we need to manage our business without losing touch with the creative enjoyment that brought us to the industry in the first place. Let's get started.

- THE GENERAL LEDGER IS THE FOUNDATION
- Balance Sheet
- Assets
- Liabilities
- Owners Equity
- Income Statement
- Cost of Goods Sold
- Expenses
- BASIC ACCOUNTING
- Balance Sheet codes
- Income Statement Codes
- Wire order accounting
- Outgoing wire-service orders
- Incoming orders
- MAKING THE NUMBERS WORK
- Forecasting Sales
- Setting The Budget
- Keeping Cash flowing

## **Chapter Seven: Gluing Techniques (Pages 154 - 157)**

Today's gluing technology creates exciting new possibilities for lightweight glued corsages, boutonnieres, bangles, halos, centerpieces, even bouquets and arrangement. The gluing techniques covered in this section make a variety of dramatic effects possible.

- Getting Started
- Glue Is Critical
- Grid Basics
- Other Grids
- Boutonniere Grids
- Hairpieces / Halos
- Endless possibilities

## **Chapter Eight: Lighting/Displays (Pages 159 - 160)**

Lighting is an integral part of any good display. It's the element that directs the viewer's eye, providing emphasis and pop.

Best of all, with all the options florists have today; effective lighting can also be affordable. Here's what you need to know.

- Blub Basics
- Incandescent Lighting
- Halogen Lighting
- Florescent Lighting
- LED Lighting
- Display Lights
- Floodlights
- Spotlights
- Pin Spotlights
- Fun lights
- Track Lights
- Clip-On mounts
- Highlighting your display
- Up-light elements
- Backlighting
- Color-drench
- Cast shadows

## **Chapter Nine: Basic Floral Design**

The basic design chapter is just that. There are many design books on the market that go into great depth on the principles and techniques of design. This chapter is covered using two such books; Flower Arranging Step-by-Step Instructions for Everyday Design and Florist Review Design School both books are included with your manual and include information on:

- Tools, Supplies, and Accessories for Design
- Arrangement & Composition
- Balance & Symmetry

- Proportion & Scale
- Rhythm & Repetition
- Harmony & Radiation
- Depth
- Line
- Texture
- Focal Point
- Form
- How To Use Color
- Vases
- Triangular
- Round
- Centerpiece
- European - Influenced
- Oriental
- Sympathy
- Orchid / Tropical
- Corsages / Hairpieces
- Various Wedding Bouquets

You will also learn proper wire and taping techniques along with how to make a bow. This is an excellent chapter for the basics of floral design.

### **Chapter Ten: CF Exam Study Guide (Pages 162 – 174)**

Congratulations on your commitment to professional excellence in the floral industry! Acquiring the designation “Certified Florist” is a significant step toward achieving your professional goals as a floral retailer. You will also be contributing to the advancement of the retail floral industry, creating a standard of excellence, which reflects the expectations of discriminating customers. It’s the standard upon which the Certified Florist program is built.

- EXAMINATION FORMAT
- PLEASE BRING TO THE EXAM
- HANDS-ON PORTION OF THE EXAM
- WRITTEN PORTION OF THE EXAM

# Why Should I Become A Certified Florist?



Simply you can give more to your customer for their money!

- **More Quality**

From cooler temperature and humidity to hydration and preservation, your Certified Florist knows the best ways to care for flowers.

- **More Knowledge**

Every Certified Florist must pass a rigorous exam that thoroughly tests their knowledge of flowers & plants care, as well as floral design.

- **More Education**

Continuing education is required of all Certified Florists assuring they will be proficient in design and aware of new floral trends and innovative techniques.

- **More Professional**

Certified Florists uphold the highest standards of ethics and professional practice in our industry and is endorsed by the National Alliance of Floral Associations (NAFA)

Become a local Certified Florist; you'll be glad you did.  
Look us up at [www.greatlakesflorassociation.org](http://www.greatlakesflorassociation.org)



## Certified Florist Registration Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

PH: \_\_\_\_\_ FX: \_\_\_\_\_

Email: \_\_\_\_\_

Employed By: \_\_\_\_\_

**COST:**        \*\$599.95 (Includes shipping, handling)

**\*Includes one CF Manual, supporting materials, CF Study Guide and one round of testing. You will have 18 months to register and take your test from the time of purchase.**

**You may purchase the CF Manual, supporting materials, CF Study Guide only at the cost of \$399.95 (Includes shipping, handling). \$175 for Hands-On test fee and \$75 for the Written test fee will apply when you register to test.**

\_\_\_\_\_ check here if you would like the manual only.

**The Certified Florist program is administered by the Great Lakes Floral Association (GLFA).**

**Method of Payment:** (check one) \_\_\_\_\_ Check Check Number \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_ Visa    \_\_\_\_\_ MasterCard    \_\_\_\_\_ AE    \_\_\_\_\_ DC    Security Code: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please Mail or Fax Registration / Payment To:

**Great Lakes Floral Association**  
*Mailing Address:* PO Box 67, Haslett, MI 48840  
*Shipping Address:* 1152 Haslett Rd, Haslett, MI 48840  
*Phone:* (517) 575-0110 *Fax:* (517) 575-0115  
[www.greatlakesfloralassociation.org](http://www.greatlakesfloralassociation.org)