

Acquiring, Maintaining and Growing Corporate Clients

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flowerduet.com



Our Corporate Clients

NFL

Mattel

Fabletics

SpaceX

King's Hawaiian Bakery

PIH Health

Cal State Pomona

City Experiences Cruises

LA Food Bowl: Clink Different

The New York Times

California Institute of Technology

Car Parts

The Huntington Library

BMW

The Porsche Driving Experience

Los Angeles Library Foundation

Center Theatre Group Affiliates

Royal Caribbean Cruise Lines

Rolling Hills Country Club

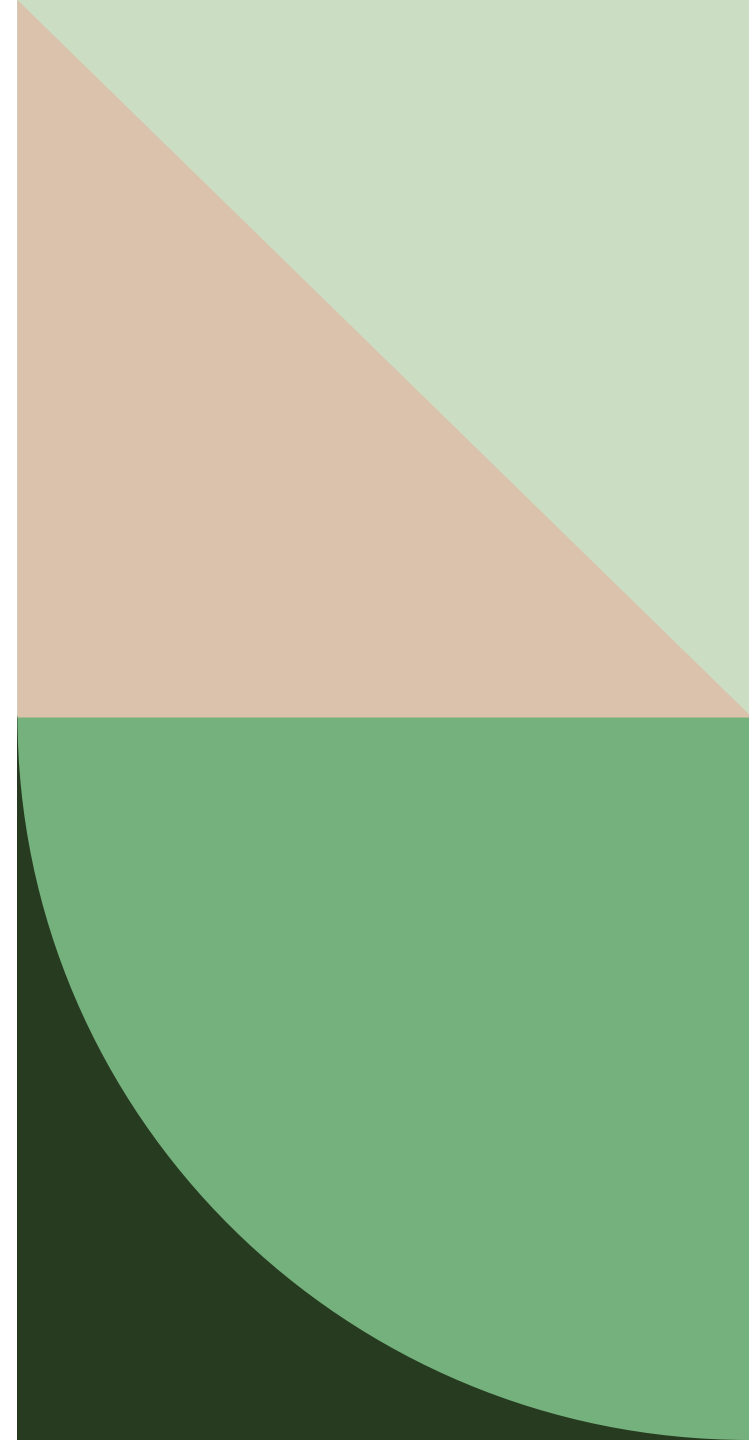
The Portofino Hotel

The Walt Disney Company

Universal Studios

Sony Music

The Autry Museum of the American West





Location, Location, Location & Google Maps

Case Study 1: PIH Health

Acquisition

The client needed a Torrance-based Florist for an annual gala they had not held in four years due to Covid, found us through Google

Maintaining

Impressed the client so much that, we continue to be hired to do all events including the annual gala and nurses' weeks, employee appreciation, and more

Growing

Never say no to a job they ask for even if it's last minute and smaller than the usual order



Update your Biography & Make it SEO Friendly

Case Study 2: Royal Caribbean Cruise Lines

Acquisition

The client is a former florist based in Miami, who fulfills all RCL flower orders for the United States. He needed an LA-based Florist he could “trust” to understand the cruise ship business and found us through Casey’s Biography of her career on Cunard on our website.

Maintaining

Important to be patient....had first onboard wedding this week after delivering a lot of small bouquets and being “on hold” for years after Covid.

Growing

Building relationships with port security staff to make deliveries quickly ... hint, bring flowers for them, too!



Make Friends with Event Planners & Follow Them

Case Study 3: Rolling Hills Country Club

Acquisition

The client is an event planner we met over 10 years ago and started an amicable working relationship at the first venue we ever worked – La Venta Inn

Maintaining

Wherever she went, we went – even up to downtown LA for years at The City Club and then to Burbank at a large event production venue for about a year until she landed back in Palos Verdes running events for the largest and most luxurious Country Club in the area

Growing

Never say no to a job even full of challenging design ideas



Give it Away for Free & Make an Impression

Case Study 4: LA Law Firm

Acquisition

Kit was a volunteer board member of the local Art at Your Fingertips for four years and donated flowers for the biannual brunches and a parent at a law firm liked our flowers and hired us for their annual gala they had not had in four years.

Maintaining

The woman at the law firm loved working with us so much, we'll be doing the third gala with them this December!

Growing

Giving away fun and pretty flowers to an artsy crowd can reap rewards!



More Ways to Acquire Corporate Clients

- *Add a corporate event landing page to your website*
- *Get “On The List” at all your local venues*
- *Volunteer your services for your kids’ school PTA and Education Fund Galas*
- *Teach Girl Scout Troops & Charity League Mom & Daughter Groups*
- *Demo arrangements at Career Day at your local school – All grades*
- *Teach Flower Classes at a Technical High School for the Agriculture Class*

Welcome to the
TORRANCE
A Chamber of Commerce



More Ways to Acquire Corporate Clients, cont.

- *Offer Team-Building Floral Design Workshops*
- *Join your local Chamber of Commerce and give free talks, demonstrations, and flowers for openings of other businesses*
- *Contact your local "Destination Event Planning" group*
- *Drop off flowers at local businesses you want to work with with your business card and flyer of services*

VIP Table

Raise The Barr
Board of Directors

wine
women&shoes
RAISE THE BARR



Offer Luxury Customer Service to Clients and other Vendors to Set Yourself Apart

- *Be early for deliveries*
- *Bring \$ cash for valet so you can park your van up front – give to them first*
- *Overdeliver – bring a few extra “sprigs” for the caterers*
- *Help set up at events – planners will remember you fondly*
- *Offer discounts as part of your marketing & charitable giving budget but make the client aware of the discount*

- *And.....ALWAYS SAY, “YES, AND....”*