**Financial Feasibility in Business Decisions**

Kurt discussed the importance of evaluating business decisions based on financial feasibility, particularly in the context of pricing and product selection. He emphasized the need to adjust prices and recipes in response to market changes, such as increased tariffs, and highlighted the importance of staying current and creative in the industry. Kurt also mentioned that Christmas greens prices have risen by 25-30% over 2024, attributing this to a combination of factors including labor costs and supply and demand dynamics.

**Enhancing Florist Sympathy Services**

Kurt discussed the changing landscape of retail stores. He highlighted the importance of positioning florists as sympathy specialists by showcasing a diverse range of products on websites and offering clients a variety of price and style options. Kurt also stressed the significance of personalizing the client experience, offering professional and caring service, and using photo albums or books to present arrangements at different price levels.

**Transparency in Pricing and Design**

Kurt discussed the importance of transparency in pricing and emphasized that showing prices in books encourages sales. He shared a personal anecdote about a salesperson who initially doubted the market for casket sprays but ultimately succeeded by simply showing the book to clients. Joanne raised concerns about pricing sympathy arrangements, questioning whether to show a standard price, and Kurt advised explaining the size and density differences to manage client expectations. They also discussed foliage usage in arrangements, with Kurt noting that excessive foliage can be misleading and emphasizing the importance of balancing flowers and foliage in designs.

**Floral Arrangement Pricing and Techniques**

Kurt shared several funeral floral arrangement examples, including a bird of paradise monobotanical arrangement that sold for around $300 and an English garden table arrangement featuring a teacup and saucer that increased the sale price from $75 to approximately $300. He also discussed a casket spray that sold for $500 and an all-white cross arrangement that cost $1,400, both of which included personal touches like stuffed puppy dogs and hydrangeas. The discussion concluded with questions about floral preservation and frame materials, where Kurt clarified that they use wooden crosses from John Henry and wooden easels, which they do not reclaim and must charge $75 for. He discussed the value of offering options to customers and highlighted the success of their sympathy merchandise, including custom banners priced at $10 and various statuary items.