**Summary**

**Floral Design and Sales Optimization**

Kurt led an interactive seminar on floral design, emphasizing the importance of sales and cost management in the floral business. He encouraged attendees to focus on "low-hanging fruit" like reminder calls and maximizing every sale, especially during slower months. Kurt also stressed the need to examine and potentially change repetitive design techniques, highlighting the importance of considering cost implications in every design decision.

**Floral Design Techniques**

Kurt emphasized the importance of adding a unique design flair to floral arrangements to set shops apart in the market.  He highlighted techniques such as strategic placement of flowers, using contrasting textures, and designing with tension (using two of each flower instead of three). He shared examples of various designs, including a Western line design, a round bouquet, a vegetative design and a mono-botanical sunflower arrangement, stressing the importance of simplicity and understanding customer preferences. Kurt also discussed creating boutonnieres with a tendril style stem instead of a straight stem for a more natural look.  He encouraged florists to focus on high-service, high-style designs to capture the desired market segment.

**Floral Arrangement Techniques and Tips**

Kurt discussed flower arrangement techniques, emphasizing the importance of using foliage effectively to enhance visual impact and reduce costs. He advised leaving natural foliage on stems when possible, as it helps with solution uptake, adds visual interest and saves money. Kurt also discussed using alum for hydrangeas and stated he has never used it and Kim shared her experience using alum for floral arrangements and suggested purchasing it inexpensively from spice shops. He highlighted the Hana Kubari technique for stabilizing flowers in designs. He highlighted the versatility of tea leaves, banana leaves and using leather leaf in a horizontal placement to cover mechanics.  The group discussed the importance of choosing the right foliage, with Kurt cautioning against overusing leather leaf and suggested salal as a versatile option.

**Foliage Techniques for Holiday Designs**

Kurt discussed various foliage techniques and materials. Foliages like salal, magnolia, cocculus and huckleberry for different design purposes. Kurt also advised on the use of Christmas greens, suggesting moderation to avoid a heavy look, and recommended incorporating gold ornaments as an economical way to enhance holiday designs and add interest.

**Slow Sales Amid Summer Challenges**

The meeting focused on discussing sales performance in June and July, with participants sharing that business was slow due to various factors including summer vacations, poor weather, and economic conditions. Jennifer reported closing their Canadian location on Saturdays for August due to low weekend sales, while Tim noted significant slowdowns with 5 consecutive days of no orders in July. Kurt suggested that slow periods are common and advised focusing on website optimization, regular sales, and planning for a strong fall season, while also acknowledging that the current slow period is unprecedented in his experience in the floral industry.

**Strategies for Enhancing Customer Loyalty**

Kurt discussed strategies for improving business during slow periods, emphasizing the importance of strong customer relationships and effective communication with the florist team. He shared a personal story about resolving a customer complaint with a generous gesture, highlighting the value of going above and beyond to maintain customer loyalty. Bridget added that clear communication with the TeamFloral team is crucial for addressing issues and ensuring customer satisfaction. Kurt encouraged attendees to think strategically about using flowers to build relationships and emphasized the importance of prompt and effective problem-solving when errors occur.