**Wedding Sales Strategy and Online Presence**

Kim shared her approach to wedding sales, emphasizing three key wins: making initial contact, securing referrals, and setting expectations during consultations. She highlighted the importance of online presence, noting that brides and their families spend significant time researching online, with baby boomers, millennials, and Gen Zers searching for sources and reviews. Kim stressed the significance of Google as the primary search engine and the need for consistent online efforts to ensure visibility.

**Wedding Consultation Preparation Tips**

Kim emphasized the importance of efficient communication and preparation for wedding consultations. She advised responding promptly to inquiries, providing clear directions, and sending reminders to ensure attendance. Kim stressed the need to be well-prepared, familiar with the venue, and ready to present a proposal and save-the-date contract during the consultation. She highlighted the significance of building confidence and rapport with clients to avoid being ghosted and to secure the business.

**Floral Planning and Client Trust**

Kim emphasized the importance of having a detailed floral plan early in the wedding planning process to minimize changes and build client confidence. She advised florists to focus on building trust and competence with clients rather than offering discounts, and to regularly update their online presence with fresh photos and trends to appeal to modern brides. Kim also stressed the need for florists to listen to clients' preferences and adapt their designs accordingly, while seeking honest feedback from outside sources to improve their online presence and appeal.

**Optimizing Floral Business Leads**

Kim discussed the importance of building trust with brides and emphasized that florists should focus on creating beautiful weddings rather than perfect details. She highlighted the need to track the source of leads and measure the return on investment for different marketing strategies. Kim outlined various lead sources, including referrals, wedding shows, online ads, and social media, and advised florists to consider using postcards and regional print advertising due to their improved ROI. She also recommended optimizing Google My Business pages and blogs to attract more leads.

**Client Engagement and Response Strategies**

Kim emphasized the importance of immediate responses to inquiries, whether from brides, grooms, or other contacts, to maintain professionalism and client engagement. She suggested setting clear expectations about response times and exceeding them to build trust and confidence. Kim also highlighted the significance of using a consistent onboarding process, directing all leads to the website, and following up with pre-consultation forms and confirmations to ensure a smooth client experience.

**Wedding Floristry Contract Management**

Kim emphasized the importance of written contracts and detailed documentation for wedding floristry, stating that verbal or text changes are not accepted. She explained the necessity of using a software program to track changes and resign contracts each time modifications are made, ensuring transparency and professionalism. Kim also highlighted the need for a "force majeure" clause to address unforeseen circumstances and a "mother nature" clause to handle product unavailability, stressing the importance of consulting a lawyer to tailor contracts to state-specific regulations.

**Wedding Planning Software Insights**

Kim shared insights on wedding planning software, highlighting Details as a powerful tool for managing contracts, inventory, and designs. She emphasized the importance of professional-looking documents and suggested that Amra could use Google Sheets as a more affordable alternative. Kurt and Kim discussed the benefits of Details for floral businesses, including its ability to handle large inventory projects and order directly from farms.