

FloristWare is a powerful, affordable and easy-to-use order-taking and point-of-sale system for anyone in the business of selling flowers. It includes countless features working together to do the following:

### **FloristWare Saves You Time and Money**

FloristWare saves you time and money by streamlining and simplifying many of the time consuming and repetitive tasks involved in selling flowers. In addition to reducing your staffing costs, this frees you up to build your business.

### **FloristWare Creates More Sales**

FloristWare features powerful marketing tools that help create more sales. A reminder feature prompts your staff to call or e-mail customers prior to birthdays, anniversaries, etc. FloristWare will even run a “points” based incentive program to keep your customers loyal.

Another powerful feature lets you build lists of customers and recipients that meet whatever criteria you specify. FloristWare then creates customized e-mails, mailing labels and more. The AdTracker feature generates reports that show you exactly where your business is coming from so you can save money and advertise more effectively.

### **FloristWare Creates Bigger Sales**

FloristWare also helps you create bigger sales by giving you instant access to your customers’ spending patterns. Let’s say a customer spends \$100 on their average order and has spent as much as \$175. Are you going to sell them a \$30 arrangement? No! You should start them at \$100 and try and get them back to \$175! FloristWare helps you get the most out of every single sale.

### **FloristWare Gives You a Competitive Advantage**

FloristWare gives you an edge in customer service that few florists and no grocery stores can match. Autofill features allow you to enter an order faster, saving the customer time. Order histories can show you everything that a customer has ever sent to anyone and even what they wrote on the card. This gives you a competitive advantage that will help you keep the customers you have and win over new ones.



## What is FloristWare?

### **Floristware is Powerful**

FloristWare can help you with almost every aspect of running a flower shop. It streamlines order taking and allows you to follow every single order through production, shipping delivery and can even e-mail delivery confirmations. It sends/receives wire orders and generates wire reports. It prints delivery slips & enclosure cards. It generates useful, easy-to-understand reports. It tracks your accounts receivable, automatically creating, printing, faxing and e-mailing receipts, invoices and statements. It even replaces your cash register.

### **Floristware is Affordable**

There are other software programs available to florists, but they cost far more than all but a few flower shops can afford. Even the smallest flower shops can afford FloristWare. Large shops that can afford to spend more will not find better value anywhere.

### **Floristware is Easy to Use**

You and your employees should not have to spend a lot of time learning how to use a POS system - especially one that exists largely to save you time! FloristWare is so easy to use because of the unique way it walks the user through the system. Each screen asks the user to answer a single simple question. The user never needs to know how to do something - they just answer the questions and FloristWare does it for them.

This approach is so effective that most people don't need any training to start using FloristWare. The benefits for you are tremendous. It means that you, your staff and any future employees can start using FloristWare right away - without costly training.

### **Floristware is Risk Free**

Other POS systems require you to make an enormous up-front investment. This ties you to that system and traps you into paying ongoing costs and buying expensive upgrades.

With FloristWare, you start using the software absolutely free of charge. If you like it, you then enroll in our pay-as-you go system. You only keep the system for as long as you like it and we make sure you always have the most up-to-date version.

Think about it - other products lock you in by getting all of your money up front. We have to keep improving our product so you will choose to stay with us!

### **Floristware Keeps You Free**

FloristWare does not tie you to any wire service or credit card program. This can save you thousands of dollars a year in costs you may not even be aware of by letting you choose the partners and services that give you the best deal!