

Florist School Online:

Growing Your Business with Local Flower Sourcing with Ellen Frost



Class 1 – Landscape of the Cut Flower Industry

Session 1 - Introduction

Session 2 - Why Do I Need to Know This Stuff

Session 3 - The Global Cut Flower Industry

Session 4 - The US Cut Flower Industry

Session 5 - Evolution of Flower Retail

Session 6 - Consumer Trends

Session 7 - US Cut Flower Industry: Big Issues

Session 8 - Conclusion

Class 2 -Why Local Flowers: Motivations, Definitions and Goals

Session 1 - Introduction

Session 2 - Motivation

Session 3 - Motivation: Environmental

Session 4 - Motivation: Ethical

Session 5 - Motivation: Business

Session 6 - Motivation: Product

Session 7 - Motivation: Community

Session 8 - Local Sourcing Goals

Session 9 - Defining Local

Session 10 - Challenging Local

Session 11 - Conclusion

Class 3- Building Relationships with Local Growers

Session 1 - Introduction

Session 2 - Sources of Local Flowers

Session 3 - Pursuing a Relationship

Session 4 - Strategic Relationships

Session 5 - Starting the Relationship



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Session 6 - Dealing with Problems

Session 7 – Conclusion

Class 4 – Logistics of Local Flowers

Session 1 – Introduction

Session 2 – Seasonal Based Local Logistics

Session 3 - Local Flower Pricing

Session 4 - Preparing to Order Local Flowers

Session 5 - Availability Lists

Session 6 – When to Make the Order

Session 7 - Ordering Local from a Wholesaler or Co-op

Session 8 - Receiving Your Order

Session 9 - Conclusion

Class 5 – Differentiating, Marketing and Selling Local Flowers

Session 1 - Introduction

Session 2 - Value Proposition

Session 3 - Your Flower People

Session 4 - Smallest Viable Market

Session 5 - Marketing with Your Story

Session 6 - Selling Your Local Flower Services

Session 7 - Conclusion

Class 6 – Making Your Business an Indispensable Community Asset

Session 1 - Introduction

Session 2 - Customer Engagement

Session 3 - Community Activism

Session 4 - Leadership

Session 5 - Building Business Relationships

Session 6 – Conclusion



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Bonus Class – Understanding and Responding to the 2021 Global Flower Supply Disruption

Session 1 Introduction to the Bonus Class

Session 2 What is the 2021 Global Flower Supply Disruption

Session 3 The Causes of the 2021 Global Flower Supply Disruption

Session 4 What Industry People are Saying

Session 5 Responding to the 2021 Global Flower Supply Disruption

Session 6 Conclusion

