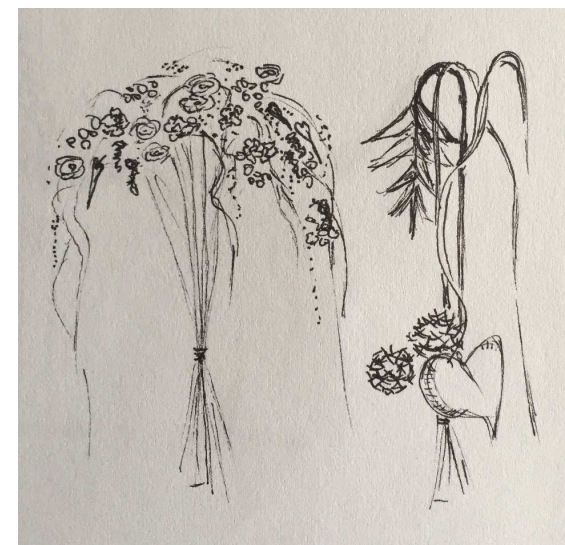


## Learning Scenario

### Bouquet binding



|  |   |
|--|---|
| <b>Title of the qualification</b>              | Florist   |
| <b>EQF level</b>                               | Level 4 (Florist)   |
| <b>Reference to units of learning outcomes</b> | <b>U3</b><br>U3.2 <b>Techniques</b><br>Manufacturing techniques |

### Core tasks and work tasks

Production and sale of floral decorations  
 Design of floral arrangements, green decorations and / or presentations  
 Offers eco-friendly products and natural materials  
 informs and advises

### Situation in the company

As a specialist in a flower shop you will be asked to take on a large part of the sales process this week. Because one of your colleagues is sick and your other colleague has a lot of floral work to do, all the tasks related to selling and dealing with the sales fall on you.

The intention is to receive as many customers as possible, to speak, to inform and advise. You can also take all orders and handle complaints.

In addition to helping customers, it is also the intention that you package the products correctly and that you carry out the various cash register activities. In principle, you work independently and you report only to the entrepreneur or manager.

### Ziele des Auftrags

You receive customers and meet them in a polite manner where service is important. You inform and advise on the possibilities, taking into account the wishes of the customer regarding taste / style, price and occasion. You can answer specific or substantive questions from customers. In addition, you take all orders. You also deal with complaints according to the applicable procedure. If you have more complex or extensive complaints, you may want to consult with your supervisor. You link the outcome back to the customer and deal with it further. You are expected to make a correct assessment of the nature and cause of the complaint and that you make the right assessments during the settlement. You are aware of prices and price changes. In addition, you can package the sold products, taking into account the



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weather conditions, in the manner that is customary within the company.  
 You make the cash register and Pin ready for use. You operate the cash register; payment, registration, processing of returns and packaging. You close the cash register at the end of the day and transfer it. You count the cash register and discuss any cash differences with the supervisor.

### Arbeitsauftrag

Your supervisor gives you the task this week for a large part of the sales process to follow. You speak to the customers correctly where you ask questions behind the wishes of the customer. Subject-specific questions can be answered because of your substantive knowledge. You inform and advise the customer about the various possibilities. You also have to take all kinds of orders and handle any complaints correctly. In your company service is of paramount importance that you take into account.  
 You know the prices of the products and know when there are changes in the prices (discounts or offers for example). You also inform the customer of this.  
 If the customer has come to a decision, you will package it recognizable and in such a way that the weather conditions and the vulnerability of the product are taken into account.  
 You settle with the customer by means of the cash register and the Pin device. With this all products are also registered. You process returns. At the end of the day you close the cash register and transfer it. Cash difference is discussed with the supervisor.

#### Method

Complete the assignment by following the steps of the four-phase model below:

#### To prepare

- Knowledge of products, sales calls, informing, advising, taking orders, handling complaints, packaging methods and payment methods.

#### To design

- Does not apply



|  |   |
|--|---|
| <p>To carry out</p> <ul style="list-style-type: none"> <li>• Conduct sales calls where you take into account customer-friendliness, subject-specific questions, service and the correct pricing of the products. Accepting orders and handling complaints. Packs the products according to the store formula and deals with the sale.</li> </ul> <p>Looking back</p> <ul style="list-style-type: none"> <li>• Discuss the execution and the result of the assignment with your supervisor. What went well and succeeded? What would you do differently next time? Which actions will I carry out on this?</li> </ul> |   |
| <p><b>Results</b></p>  |   |
| <p>Products</p>  |   |
| <p>The sales conversation</p>  | <p>To answer customers correctly<br/>                 Assuming the customer's wishes by asking questions<br/>                 Can respond to subject-specific questions<br/>                 Inform and advise<br/>                 Accept orders<br/>                 Handling complaints after judgment<br/>                 Knowledge of the products<br/>                 Service provision<br/>                 In case of complex or extensive complaints, possibly engage the entrepreneur</p> |
| <p>Handling of sales</p>   | <p>Inform customer about correct prices<br/>                 Package products according to house style<br/>                 Packaging products taking into account weather conditions / vulnerability</p>   |



|                 |   |
|-----------------|---|
| Cash management | Secure cash register and Pin<br>Operates cash register / Pin according to instruction; pay and register, process returns and packaging<br>Close and transfer the cash register. Discuss cash differences with entrepreneur. |
|-----------------|---|