

# *INQUIRY RESPONSES*

## WITH KELLY PERRY

### GENERAL RESPONSE

Thank you for your interest in our products and services.

We have two service offerings, Full Service and Partial Service. Booking is currently open for either option.

Our “Full Service” offering is best suited for clients who have a need for bridal party flowers, ceremony flowers, and reception flowers with delivery, setup and breakdown.

In addition to florals you will receive...

- A complimentary one page proposal before booking.
- A detailed, multi-page, custom design plan outlining the entire event and all floral elements start-to-finish during design process.
- A designer on retainer throughout planning process for questions, referrals and recommendations related to flowers and event design elements.
- Delivery, setup and breakdown of all items on order.
- Full floral arrangement container inventory available for use at no cost.
- Decor rental inventory available for purchase.

If this offering is more than you need, the “Partial Service” offering may be the perfect fit for your needs. It is best suited for clients who only require bridal party flowers and/or simple reception or ceremony flowers, and who are able to pick the order up from our studio the morning of the event.

In addition to florals, Partial Service clients receive...

- A complimentary one page proposal before booking.
- A one-page design proposal with three inspiration images, target flowers, a written description of color palette, and line-by-line breakout of order items. Floral containers you can take home are included in the price of the piece.

Neither service option has a minimum spend requirement, but Full Service estimates for average sized events typically fall around \$5,000 with our team. Larger events with overhead installations typically fall around \$10,000 or more. Partial Service estimates typically land around \$800-\$1,000 for average sized bridal parties and \$2,500-\$3,500 for personal flowers and reception flowers.

We are well-practiced in connecting the right products to our clients based on their target budget requirements, priorities and aesthetic. Tell us more using this questionnaire [\[LINK\]](#). This will give us everything we need to create your complimentary one page proposal. Fill it in as best you are able, and remember, your estimate is 100% flexible. It will not be final until your final design is approved by you. We will need a complete questionnaire to complete this part of the process and connect you with the right products.

[WWW.TEAMFLOWER.ORG/PRICING](http://WWW.TEAMFLOWER.ORG/PRICING)

## CLIENT IDENTIFIED NEEDS | ADDITIONAL EDUCATION

Thank you for considering Philosophy Flowers, [NAME]. I'm happy you found us and happy to put together a complimentary one-page proposal for your event. It sounds like you are a perfect fit for our [SERVICE OPTION] which includes:

[OUTLINE SERVICE OPTION]

[MAY OUTLINE ADDITIONAL SERVICE OPTION IF APPROPRIATE]

The next step is the proposal. I'll just need a little more info. You can fill me in here [QUESTIONNAIRE LINK].

I'll circle back unless I hear from you first.

## IDENTIFIED SPECIFIC QUANTITY NEEDS QUICK QUOTE RESPONSE WITH ADDITIONAL EDUCATION

Thank you for considering Philosophy Flowers, Name. I'm happy to provide a quick estimate for the items you expressed an interest in. If we did a partial service pick-up event I'm estimating \$2,000 - \$2,500. The bulk of your expense is in [X] which can be modified to suit your ideal budget requirements.

[OUTLINE RECOMMENDED SERVICE OPTION AND ALTERNATE]

If you would like to see a more detailed budget breakout or if there is a target budget you are shooting for, we are happy to run feasibility with you and recommend best-fit products. I'll just need some additional information about your needs. You can fill me in here [QUESTIONNAIRE LINK].

I'll circle back unless I hear from you first.

## IDENTIFIED SPECIFIC QUANTITY NEEDS | RED FLAG | SUPER QUICK QUOTE

Thank you for considering Philosophy Flowers, Name. I'm happy to provide a quick estimate for the items you expressed an interest in – \$30,000.

Just circle back if you need us.

## NEW EVENT PLANNER | IDENTIFIED NEEDS | ADDITIONAL EDUCATION

Your work is lovely. I'm honored you reached out. Your client would be a great fit for our full-service offering and the event location is within our standard service area. There are no additional service fees or anything like that.

Is Tuesday a good day for you? I'm available anytime after 10 a.m. Just choose a time and let me know the best number to reach you at. I'll confirm and give you a call. Looking forward to it. I'll circle back on Monday unless I hear from you first.

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