Floriday

Selling smart starts at Floriday

20 smart tips to work more easily and efficiently when selling through Floriday



20 handy tips
for smarter selling!

As a grower, you want to promote your supply of flowers and/or plants to the right buyers and sell them. With Floriday, you have a single place for commercial and logistical matters.

Whether you are working within the system or integrating Floriday into your own sales system, you can switch 24/7 between buyers, available supply and delivery times, and service your network as agreed. This is how you sell more easily and work more efficiently, with maximum overview.

Floriday is packed with handy, smart features and capabilities to help you as a grower. In this whitepaper, we have compiled 20 useful tips for you, divided into the following categories:



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Tips for setting up Floriday correctly

Present your company well
Add a company logo and a banner image to your profile page. Preferably use a wide, landscape-format photo for the banner image.

Why smart? This makes your company page more personal and immediately provides a good impression of your company. Check out the Helpcenter.

Set up your personal profile correctly
Make sure your profile includes your name, email address and photo, and set your profile to public.

Why smart? This will increase your visibility and allow buyers to send you a request directly. Check out the Helpcenter.

Give every colleague their own account
You can work with all your co-workers in Floriday. There are no costs associated with the number of users in your Floriday environment.

Why smart? With your own account, you don't have to share passwords, it makes things more personal, and it's immediately clear who has ordered what. Check out the Helpcenter.

Secure your accounts effectively with 2-factor authentication (2FA)
With 2FA, you add an extra layer of security to your account and better protect your Floriday account against unauthorised access.

Why smart? With 2FA, you can keep your company data, orders, and customer information more secure and prevent anyone else from taking action on your behalf. Check out the Helpcenter.

Tips for building and maintaining your network

Inform your buyer about your supply
Online supply? Inform your buyers. Categorise your (potential) buyers into a price group and ensure they can find your supply.

Why smart? You encourage your buyers to take a look at your supply and place orders. This way, you can also invite buyers who aren't yet part of your network to do business with you. Check out the Helpcenter.

Indicate how you want to do business with buyers
With Floriday's Trade settings, you can configure how you want to trade with buyers all in one place.

Why smart? This provides greater clarity for both parties, saves unnecessary work, helps prevent errors and makes dealing with each other more pleasant. Check out the Helpcenter.

Is a buyer missing out on your supply?
There could be various reasons for this. Check whether the buyer has been assigned to a price group, whether delivery conditions are available, and whether your supply for this buyer can be seen in the supply overview.

Why smart? Without the correct settings and display, buyers cannot make purchases; so always ensure these are set up correctly. Check out the Helpcenter.

Set up fixed agreements with buyers
In Contracts, you convert recurring agreements regarding supply, prices, and delivery into customer-specific offer lines that can be called upon.

Why smart? This ensures clarity, prevents misunderstandings and ensures you to collaborate more efficiently. You or the buyer can also set up standing orders based on this agreement. Check out the Helpcenter.

Tips to help you sell smarter

Create tags for customers
You can reach a group of customers faster using customer tags. You can also easily add these tags to special offers and purchase tips.

Why smart? Once you've set up a tag, you can select multiple customers at once which is much easier and faster! Check out the Helpcenter.

Share a special offer with buyers
Use the customer offer or purchase tip to create a special offer. Or use tiered pricing within the offer to boost sales.

Why smart? Sometimes you want to highlight a particular batch of trade items or send a special offer to a specific customer. This is possible for the short term (purchase tip) and the longer term (customer offers). Check out the Helpcenter.

Complete overview of sales orders
The sales order overview provides a complete overview of all sales orders for a selected time period.

Why smart? This gives you an immediate overview of all sales orders by day, week or month. You can also filter by order and delivery date, customers and warehouses or sales channels. Check out the Helpcenter.

Right supply for the customer
Price groups allow you to serve different customer segments with the right supply and prices. Opt for a general or customer specific price group to work efficiently and save time.

Why smart? Keeping the supply up to date for each customer takes time. Price groups let you set up supply for the same type of customers all at once, which saves time. Check out the Helpcenter.

Tips for working more efficiently

Delivery conditions set up properly
Clear delivery conditions ensure that your buyer knows exactly what quantity is required and whether transport costs are included or excluded.

Why smart? Your buyer knows where they stand. This cuts down on steps and saves you time! Exceptions may be applied during the holidays. Check out the Helpcenter.

Keep track of your supply and availability
Check your supply overview regularly so that you know exactly which trade items are available at any given time and what their prices are.

Why smart? You can easily see which trade items you have available. Select a buyer, and you'll immediately see which supply is available for that customer. Check out the Helpcenter.

Correct or cancel as soon as possible
Do you notice something amiss with an order, or do you want to make a change? Then settle this directly using a correction request.

Why smart? The sooner you make a change or report an issue, the less likely there will be misunderstandings, delays, or incorrect delivery orders. Check out the Helpcenter.

Let customers place their own orders in your shop
In My shop, your customers place their own orders via Floriday from the supply selection you have made.

Why smart? That eliminates the need for lists, text messages, and manual data entry and saves a lot of time as a result. And you'll keep an overview of margins, order requests and availability. Check out the Helpcenter.

Tips to make data work for you

See who has visited your shop
The My Shop dashboard gives you insight into your statistics and shows which buyers have visited your shop. Capitalise on this smartly.

Why smart? Directing who visits your shop yourself, based on data. That provides insights that enable you to take targeted sales actions. Check out the Helpcenter.

Track your delivery orders in Track & Trace
No more questions from buyers asking 'Where is it?' With Track & Trace in Floriday, you and your buyers can track the status of delivery orders all in one central location.

Why smart? You can see where your delivery is and when the buyer can expect to receive it. This allows you to plan more effectively, respond more quickly to delays and proactively keep your customers informed. Check out the Helpcenter.

Set up notifications
You can receive notifications on your dashboard, by email or phone. For example, when there are changes, customer offers, or responses from buyers.

Why smart? You'll be notified immediately of important matters: you won't miss any updates to order requests, delivery times, or statuses, and you'll be able to take action more quickly. Check out the Helpcenter.

Stay in control of your sales
In the sales order overview, you can easily filter by date, buyers, sales channels and types of sales. This makes it easy to keep an overview of different types of turnover.

Why smart? With handy filters and search functions, you can keep track of your sales and adjust your strategy accordingly. Check out the Helpcenter.



Selling smartly – when will you start?

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Whether you working within the system or integrating Floriday into your own sales system, you can switch 24/7 between buyers, available supply and delivery times, and serve your network according to the agreement. This is how you sell more easily and work more efficiently, with maximum overview.

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