

*Wake County Florist Association and  
Cleveland Plant and Flower Present:*

**"The Eleven Key Financial Strategies  
to Survive in the Floral Business"**

For many florists it is now or never. And the question is can a four-hour seminar change the future of your business? Yes it can and will if you attend this critical seminar and learn strategies that will impact your business, cash-flow and profit immediately. If you are working hard but losing ground, or simply do not know what to do, you must attend this program.

**What You Will Learn:**

- **Financial Management** strategies and goals.
- **Marketing** strategies: everyday, targets, web site, holidays, etc. to increase sales.
- Actions for lowering/controlling **Cost of Goods Sold**.
- **Selling** strategies to increase your average sale.
- Actions for increasing employee **Productivity** and controlling **Payroll** and much more.

**About the Instructor/Consultant:** An expert in the floral business for more than 19 years, Gaylon Pyle has inspired and guided thousands of florists during his career to implement his proven strategies and have their revenues soar!  
Website: <http://www.thequalityadvantage.com/>

**How To Register:**

Date: Tuesday, June 23<sup>rd</sup> 2009

Time: 4:00PM to 8:00PM

Place: Cleveland Plant & Flower (919) 876-0825  
4200 Atlantic City Ave. #166  
Raleigh, NC 27604

Cost: \$39.95 (first person from each business)

\$ 9.95 (each additional person from same business)

Make Checks payable to "Wake County Florist Association"

Plus: Beverages and snacks provided

How: To register for the seminar call the English Garden @ (919) 341-6650 or  
email to: [info@englishgarden.com](mailto:info@englishgarden.com)  
Indicate shop name and number of attendees