DETAILS FLOWERS SOFTWARE

Hello Flower Friend!

Thank you for taking the time to learn more about our software. We help the world's top earning florists with their beautiful events. We've crafted this resource to outline some of our best features and give you a visual peek into some of our favorite tools to benefit your business. Enjoy!

Sincerely,
The Details Team

DETAILS FLOWERS

ALL-IN-ONE FLORIST SOFTWARE

CREATE RECIPES

Manage designs, accurately price your work, and keep your design information safe. Sales are generated all with quick 'drag n drop' functionality that enriches design and styling and makes for more professional florists.

CALCULATE COSTS

The Costs Form captures the order with options to send to wholesale partners. These floral options are displayed in quantities, price and overall expenses for the event.

CLOSE EVENTS

Delivering an incredible experience to your client is what it's all about! Details Flowers allows you to create a custom payment schedule for your clients, so you know exactly when you'll get paid and how much will be coming in.

PRO PROPOSALS

Create beautiful, printable contracts in minutes with our Proposal Editing tool. Our customizable templates will make you stand out, and your ability to get this to your clients will give you hours back to your life to do what you love... DESIGN! Our Proposal PDF templates are designed and emailed for easy communication to customers. Contracts are customizable by the subscribing florist to reflect their terms, taxes and labor fees within the proposal payment.

PROPOSAL FOR
TESSA
SATURDAY SEPTEMBER 21, 2019

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Tessa | 1 of 17

BLOOM LIBRARY

Stay on budget and deliver smarter solutions by knowing which blooms are in season and when. Browse a catalog of your designs, blooms & resources. Don't see something you use? Simply add it! Your library is a private collection of your favorite things and more.

BLOOMS & STYLINGS

Dusty Miller	Ranunculus Peach	Garden Roses	Carnations White	Hypericum Berry	Garden Roses	Eucalyptus Seeded by
Ivy Tails	Roses Yellow	Dahlia Coral	Eucalyptus Baby	Fern	Astilbe Pink	Ranunculus Pink Light
olive leaves	Rose Faith Lavender	Filler Gypsophilla				

COST WORKSHEET

All needs are populated into the worksheets, costs pages. Each recipe displays pricing, markups, and margins. Blooms and recipes are tagged for each customer; the 'drag & drop' design board allows florists to quickly and easily design arrangements all from one dashboard.

BUNCH CALCULATOR

Instantly see the bunches needed on the orders and build your designs to maximize profitability by not over or under ordering. Bunch calculator viewer can take you to the exact location of the necessary edits on the worksheet.

COLOR SELECTOR

Our state-of-the-art color selection tool has it all! Upload an image to match the bridesmaid dresses, or type in a Pantone color and you will automatically see the recommended tints, shades and complementary color options. Tres Chic!
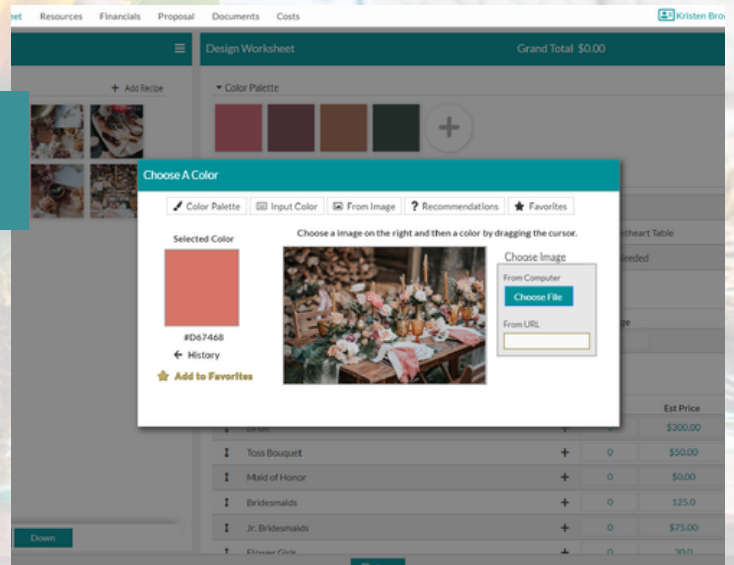
PROPOSAL SUGGESTION

Details Flowers Proposal suggestions allow you to add additional items as suggestions to your proposal, without inflating the grand total. It's up-selling without the pushy sales tactics!

CONSULTATION MODE

Allows Florists to conduct business and design with the costs and specific business details hidden from the clients view.

TEMPLATE CREATOR

Tired of rebuilding the same thing over and over again? Save yourself the time by building custom worksheets and saving them as a template. Templates can be as simple as a variation of line items, to a fully built event. It's a great tool if you offer packages, visit certain venues often, or design a variety of events.

If you're a retail florist this is a great tool to keep your standard designs prepared for production.
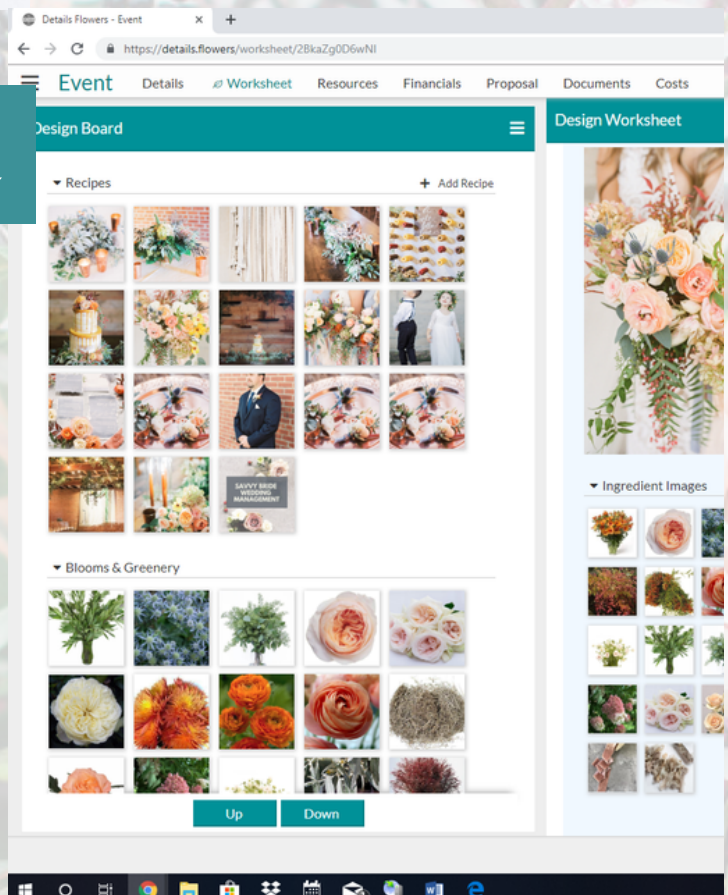
DESIGN RECORD

Details Flowers stores every event record for you, from the entire event to the different versions of your Design Worksheet and Proposal. Florists can move effortlessly through the versions to review every single detail!
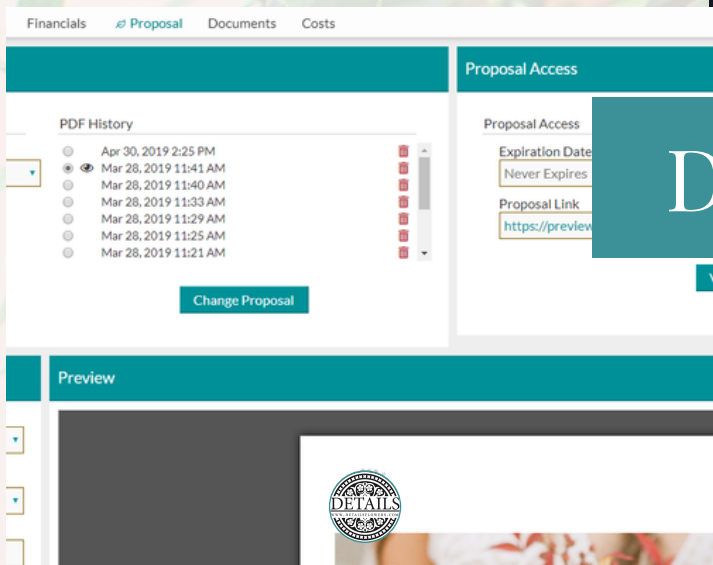
Accept & Sign

ONLINE PROPOSAL VIEWER

Today's client expects more - like an instantaneous turn-around time from intake to proposal! Our online proposal viewer helps you get the contract to your client's hands faster. No need to meet or send in the mail! With a couple of clicks, your client can view, sign right online and make their first payment!

EXPIRATION DATE

Are your clients taking too long to get back to you? Add a sense of urgency by adding an expiration date to your proposals. Once the date passes, prospects will no longer be able to access the proposal. This helps alert the client that they need to move quickly to utilize your designs and prices!

PAYMENT SCHEDULE

Delivering an incredible experience to your client is what it's all about! To help make that happen, you need to get paid on time, so you're able to purchase all the beautiful blooms and other goods. Details Flowers allows you to create a custom payment schedule for your clients, so you know exactly when you'll get paid and how much will be coming in.

MERCHANT PROCESSING/ INVOICING

Florists can easily send invoices thru Details to book and retain their events. Invoices can be sent according to your custom payment schedule and you can also include a personalized message!
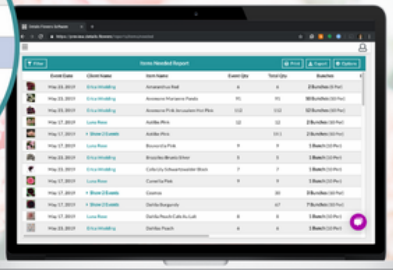
ORDER COMBINING

One of the top reasons florists lose profit is due to over-ordering. Our newest feature gives you the ability to track items you've used in your events: past, present, and future! What does this mean for you? You'll be able to compile a list of everything you need for a weekend of events, including total inventory, recommended bunches, and more! Not only will this maximize your profitability across multiple events, but it will simplify your ordering process. With the click of a button, your complete order can be exported.

new FEATURE ALERT...

ORDER COMBINING
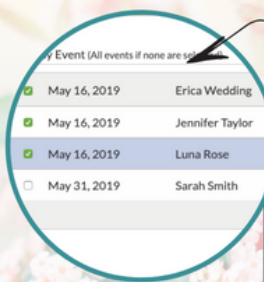
Compile a list of *everything* you need for a weekend of events...

- Combine Multiple Events into a Master List
- Quickly Calculate Bunch Counts
- Avoid Ordering Errors & Over-sights
- Inventory Forecast at a Glance

DETAILS

SUPPORT CENTER

Comprehensive review of how to's and most frequently asked questions pertaining to the entire Details Flowers Software. Items are searchable and trackable by most commonly searched for items and lists.

SIGN UP AT **DETAILSFLOWERS.COM**

In the world of floral design, there's no such thing as one size fits all for your business. Details Flowers understands this better than anyone. That's why we're pleased to offer multiple levels of membership to fit the needs of any size business. The best news? You don't have to pick and choose what's more important to you (or pay a high price to get it all!) All of our plans include every single feature, from proposal creation to order forms.

MONTHLY SUBSCRIPTION

*Monthly PRO: **$125/month***
Includes 3 templates, training courses, invoicing (additional fees apply), and 2 users. Monthly PRO subscribers will also have access to our exclusive preview group and Details Rewards Program. This is a convenient and flexible plan. Great if you're just getting started!

ANNUAL SUBSCRIPTION

*Annual PRO: **$1200/year***
All of the same great perks as the Monthly PRO, but also includes a 30% discount on all premium templates and a low 1.10% Details Invoicing Application Fee. Annual PRO subscribers will also have access to our exclusive preview group, Details Rewards Program, and 2 in-depth Details University courses. Whether you're just getting started or a seasoned pro, this plan offers great perks for you!

FLORIST SOFTWARE
Design *Proposals* like a Pro!

FREE-TRIAL

You'll get full access to Detail Flowers' full suite of services for 1 full week. You will also have a personal sales representative to assist you as you and your team get acquainted with all the details!

As we add new features, you will automatically get to USE them, even while on your trial! It's an exciting time to join the Details Team.