

## My Role: Florist

## My Manager: Team Leader

**My Purpose:** To sell and prepare floral works to customers, ensuring the highest standards of customer service

### What I do

#### I will spend my time:

- Approach, acknowledge and serve customers entering the floral shop and take payments
- Use floral brochure to assist in selling floral tributes, other floral work and sell tailor-made floral work to customers
- Take customer telephone orders and deal with telephone enquiries.
- To offer high standards of customer service at all times with customers both face-to-face and on the telephone
- Prepare floral tributes and other floral work
- Write out floral cards and tributes
- Prepare shop window displays / shop frontages
- Undertake local deliveries to funeral homes and other premises
- Attend team briefings and feedback on issues to be raised
- To attend training sessions / courses as required
- Build positive working relationships with colleagues in the Floral group, the Funeral division and at the Business Support Centre
- Complete the daily cash and banking procedures whenever required
- Ensure that the Memorialisation Manager is informed of any issues arising - positive and negative.
- Security - opening and closing of floral shop, i.e. alarms of floral shop, keyholder
- Take part as a team member in ensuring that the floral shop is kept clean and tidy and that allocated 'housekeeping' duties are completed
- Any other relevant duties as requested by the Team Leader/Floral Group Manager
- Purchase fresh flowers and sundry items as necessary
- Order stock and monitor stock levels, ensuring conditioning of flowers and rotation of fresh flower stock
- In absence of Team Leader / Florist to deputise in the day-to-day running of the floral shop as required

### How I do it

#### I will show the following skills and behaviours:

- Great communication skills
- Desire to do and be my best
- Excellent Client Service
- Excellent listening skills
- Working collaboratively
- Positive attitude
- Take responsibility

#### And most importantly:

- I'll show the Co-operative values and behaviours in all I do

### When I get it right

- Works towards sales targets
- Good customer service (repeat custom)
- Tribute cards and messages are written neatly and correctly
- Cash and credit card transactions are accurate
- Floral tributes and other floral work meets the timescales set, including delivery deadlines
- Wastage is kept to a minimum
- Develops knowledge and attends training
- No loss of floral shop assets
- Premises are maintained to high standards of tidiness and safety

### Who I'll interact with

- Clients
- Colleagues

### What I need

#### Essential

- At least 2 years experience in floristry
- Competent in arranging all types of floral tributes and floral work

#### Desirable

- NVQ Level 2



### Values

Co-operation  
Self Help  
Self Responsibility

Democracy  
Equity  
Equality