Shop Dutch Flowers

Direct Buying info

2/26/15

- A great new tool to buy DIRECT from Holland Auction or from Holex Miami stock, through Dillon Floral.
- Customers can build boxes when purchasing from Holland, can purchase by the bunch if they want. Here they will have the WORLD of flowers at their fingertips. Extremely large inventory.
- Purchase <u>by the box only through Miami</u>. A more limited inventory of "in stock" items.
- Customer's Dillon delivery days are loaded in to the shopping cart when we set up their account. They will know what day they will receive, and how long (in hrs and min) they have to shop until deadline.
- Customers can add on/delete items to order up until the order deadline on the Holex shopping site.
- **Box Charges will be added by Dillon Floral:**
  - **Holland:** $10.00/box
  - **Miami:** $7.50/box
- Payments, credits, etc. through Dillon Floral. No need to check-out with payment on the Holex site. 48 hour guarantee just like normal. If USDA holds product in customs, it could be fumigated, held for later delivery or thrown out.

How do we set up a customer?

1. Ask customer for their e-mail address.
2. Tell them password: **holex**

   (They can change the password later if they want.)

   Tony needs approx. a ½ hour to set up acct. for pricing, delivery, etc. Then they are good to SHOP!

A few tips:

- When they sign on, there will be what looks like a blank screen. Look at tabs on top...Click on Holland or Miami. Next, a calendar showing them when they will receive delivery from us (will change depending on Holland vs. Miami). Next, start shopping!
- The search feature is on the left side of the screen. Order "builds" a cart on the right side of screen. If they want to take something out of the cart, click on the red "X" on the item in the cart.
- Click on "my account" while on the Holex site...change settings, look at history, get **HELP**.
- **Pay attention to:**
  - ***The hours counting down till your deadline.***
  - The <u>LENGTH</u> you are buying...many items come in many different lengths.

"Give us a call if you need any help getting started or placing your first order!"