



FloraHolland Connect, Let-us-do-it package

Personalized sales

If you need extra help with the sale of your products for at least one day a week, you can opt for the Let-us-do-it package offered by FloraHolland Connect, as this package incorporates the Personalized Sales services. One of our agents will be your exclusive person on the market. Once a week or more often, whatever you may need.

Besides providing support with direct sales, the agent of FloraHolland Connect also work with the grower to resolve marketing and management issues. Via the Personalized Sales representative, the grower has access to all the knowledge and services of FloraHolland. Working in close cooperation, the flowers and plants are consequently brought to the attention of the trade as favorably as possible.

FloraHolland Connect offers specialists in three fields:

- Sales
- Sales & Marketing
- Marketing & Management

Sales

If your business needs a professional salesperson who can support you in operational sales activities and can also function as a point of contact, the Sales option offered by the



FloraHolland Connect Personalized Sales service is the best option for you. The Personalized Sales representative knows exactly how to generate and continue sales with existing and new customers. He or she possesses the necessary product and market knowledge and is able to translate this into opportunities on a product level.

Sales & Marketing

If you want to pay more attention to long-term sales, or if are seeking greater structure in your sales organization, or want to (re)define your business strategy, the Sales & Marketing services cater for all these needs. Our specialists are occupied primarily with strategic (future) sales based on a jointly devised sales plan. They not only have the necessary knowledge of products and markets but can also provide you with marketing advice.



Marketing & Management

If your business needs professional marketing and a strategic sales plan in order to have greater influence on the chain and on the shop shelves, or if you want to improve internal organization processes, Marketing & Management is the best option for your business. With this option, FloraHolland Connect responds to your need for chain efficiency and international orientation. Your salesperson analyses your business both internally and externally and draws up a sound marketing and communication plan. This plan then forms the basis for all strategic actions. Besides product and market knowledge, our specialist can also give you sound advice on marketing and management processes.



Would you like to know more?

Do you have questions or need help in deciding which option to choose? Please get in touch with your FloraHolland point of contact. You can also put your questions to FloraHolland Connect Info via T +31 (0)174 63 55 55 (Naaldwijk) or T +31 (0)297 39 38 88 (Aalsmeer), or send an e-mail to: connect@floraholland.nl.