

# Top 10 Reasons Why Retailers Buy from Wholesale Florists

Here are the top 10 reasons why retailers buy from wholesale florists, according to national research conducted by WF&FSA.

## **Wholesalers:**

1. Stand behind their products, even if that means replacement or a full credit.
2. Offer the flexibility that allows retailers to buy in either small or large quantities.
3. Offer price discounts for quantities purchased in bulk or standing orders.
4. Provide reasonable credit terms.
5. Introduce retailers to new products and services to help them stay competitive.
6. Allow retailers to see the product before they buy.
7. Educate retailers about important crops – from the field to the retail market - especially at holiday times.
8. Host design seminars and distribute product materials.
9. Jointly support consumer marketing programs with retailers.
10. Identify, process and assemble products for retailers.

