

## Bonus Template: How to ask someone why they didn't book with you. by Alison Ellis

It's not always easy to handle rejection in our business, but unfortunately, we can't win them all. Sometimes a potential client will not book with us and sometimes it can be SO disappointing.

We can't chase every single client that walks away (and walking away is a good thing sometimes; not everyone can be your customer!), but we **can and should** follow up with clients we found particularly interesting or intriguing, and inquire as to why they chose another florist.

**You can gain valuable insights from clients who don't pick you;** you can use their feedback to streamline and improve your processes.

### **Here's a simple way to ask why someone did not choose you:**

Dear Amanda,  
Thanks for your reply. I'm sorry to hear that we won't be working together, but I'm glad you found a florist you're both happy with.

If you'd be willing to offer any feedback in regards to what might have tipped the scales in the direction of the other florist I'd appreciate your input.

Please don't feel any obligation to reply if you'd rather not. I am always looking to improve and I value your honest opinion.

I wish you all the best with the rest of your planning.

Regards,  
Alison

Pro-tip: Don't be afraid to find out where you may have fallen short or how you might improve your processes. Sometimes it's an easy fix! **Part of understanding our strengths involves evaluating our weaknesses as well.**

If we identify an area that "needs improvement", we can take action. Don't be afraid to ask why!

You can see how I handle tough client conversations in ***E-mail Templates for Florists***. [Click here to see what's included.](http://realflowerbusiness.com/templates) <http://realflowerbusiness.com/templates>