

Help customers choose anniversary flowers by asking about the recipient, the occasion, and the setting where the flowers will be enjoyed. Use those answers to suggest an arrangement that feels personal and fits the customer's practical needs.

Start with the recipient

Ask what the recipient likes before suggesting a flower. A favorite bloom or color gives you a useful starting point. If the customer is unsure, ask about flowers the recipient has enjoyed before, or colors they tend to choose for their home.

Find out how the flowers will be presented. A hand tied bouquet suits someone who has a vase ready and enjoys arranging stems. An arrangement in a container can be easier to place straight on a table. If the flowers need to travel, keep the trip and the time out of water in mind.

Ask about sensitivities too. Strongly scented flowers may not be a good fit for someone who prefers a subtle fragrance. If pets share the home, discuss flower choices carefully. Lilies, for example, are highly toxic to cats.

Make the choice manageable

Give the customer a few clear options rather than naming every flower available. Explain what each choice looks like and how it meets the details they have shared.

1. Ask about favorite flowers, colors, scent preferences, and any safety concerns.
2. Confirm the date, delivery location, and preferred form, such as a bouquet or a container arrangement.
3. Show a small selection with distinct looks, such as soft and pale or bright and colorful.

4. Agree on the size and spending limit, then explain any changes that may be needed if a flower is unavailable.
5. Check the card message and delivery details before the order is placed.

Keep the conversation focused on the recipient. A large display is not automatically more meaningful than a smaller arrangement made with a favorite flower. Ask what impression the customer wants to create, then describe how the shape and colors can support it.

Explain the details

Some customers may ask for flowers associated with a particular anniversary. You can discuss those traditions, but present them as ideas rather than rules. If the suggested flower is not available or does not suit the recipient, offer another bloom in a similar color or style.

Be clear about availability before promising a specific variety. Flowers can vary by season and supply. Agree on suitable substitutes in advance, especially if the customer has requested a particular color or scent.

Give simple care advice with the order. For cut flowers in a vase, recommend clean water, a clean vase, and fresh cuts on the stems. Remind the recipient to keep the arrangement away from direct heat and to change the water regularly.

Common questions

What if the customer does not know the recipient's favorite flower?

Ask about preferred colors, scents, and the style of their home. Use those clues to offer a few different arrangements.

Can anniversary flowers be sent after the date?

Yes. Confirm the delivery date with the customer and help them write a card that acknowledges the occasion in their own words.

A useful next read: seasonal flower guide for city buyers