10 things I learned from Bachman's
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Internship: an opportunity to learn about an industry, and life. As the school year wrapped up last spring my friends thought I was crazy for moving to Minneapolis for the summer where I knew nobody. Maybe I was crazy, but there was a reason why I did it. It has been my dream for years to build my own floral business, and it is actually happening. This means that this last summer was probably going to be my last summer to be able to learn on someone else’s dime before I graduate and start my business full time. Bachman’s taught me way more than 10 things, but I figured we all have better things to do than read a twenty plus page paper on everything I learned. Before we dive into what I learned allow me to walk though what I actually did at Bachman’s.

Before showing up at Bachman’s my supervisor told me that I would start by being trained on the POS or Point of Sale system. I figured that the system would be fairly easy to operate. I was wrong, there are approximately 22 steps to place an order; which means 22 places to mess up. After three months of operating the system I still didn’t have it mastered. Each week I would spend two days working the retail counter, meaning using the POS, wrapping gifts, and talking to customers. The other three days of the week I spent working the floral station. When working the floral station I helped customer pick out flowers, arrange them, and fill orders. Each day was different because I never knew what customer would come through the door. This summer I discovered I loved to work with people, and not much is better than seeing someone light up as you hand them flowers. People skills are a skill that I will always be striving to develop, but this summer I learned so much about working with people. So let’s get started!

1. **Be humble**
   At the age of 13 I taught myself how to make a corsage and boutonniere to sell to my friends for prom. I’ve been at this a long time for my age. Naturally the first day at Bachman’s I was taught how to make a corsage and boutonniere. It would have been so easy for me to just tell them I know what I am doing, but yet I learned new techniques I hadn’t seen before. Stay humble and learn some thing new.

2. **Don’t be afraid to ask.**
   Second day to work walked in the employee entrance and got lost. Asked for help and made a new friend. Also, at the end of the internship I realized there were several things’ that I had not been offered, for example a tour of Bachman’s production farm. I hadn’t been offered a tour because I hadn’t asked. Simply asking can open so many doors and the worst that can happen is being told no. (After asking, I did get a tour of the farm.)

3. **Listen and ask the right questions**
   People often times don’t know what they want, or they assume we, florists, know what they want. I quickly learned the importance to
listening and asking the right questions after having a conversation with a customer in which we were talking about two totally different things.

4. **Fail**
Fail fast. Fail forward. Fail cheap. Over and over again I am taught that in life. I failed to input orders correctly many times, but if I hadn’t failed I wouldn’t have learned how to operate the POS system correctly. Many times I have learned that if I hadn’t failed I wouldn’t have learned.

5. **Your day doesn’t matter**
Flowers are often associated with happiness. Whether is it a new baby, anniversary, or a symbol of happy memories with someone who has past, people come to a florist to be cheered up. No pressure. Basically, you have 5-15 minutes to brighten someone’s day, and they don’t care how your day has gone.

6. **Sit by someone at lunch**
It’s a little weird at first, but just do it. Simply, sitting by someone at lunch and asking them about their day can make work even more enjoyable. It’s hard to get to know people in such a large company if you don’t talk to people.

7. **Attitude is everything**
Okay, it’s not everything, but your attitude can make a huge difference on how a problem is handled. From the words of the famous Captain Jack Sparrow “the problems not the problem, my attitude about the problem is the problem.” Often I remind myself that when trying to fix a problem, and attitude makes a huge difference on how the problem gets resolved.

8. **Mechanics, Mechanics, Mechanics**
Over and over again I was taught lessons by some of the best florists in the industry. 90% of the lessons taught were on proper floral mechanics and how to make sure that the flowers remain quality throughout their life. Mechanics are the foundation of a floral arrangement, and must be done correctly.

9. **Brand Everything**
I am not talking about livestock. Bachman’s brands just about anything they can. Their famous purple and green touch about everything from purple delivery trucks to Bachman’s brand flora-life packets. I don’t think it is possible to leave a Bachman’s store without at least one Bachman’s logo on something.

10. **I am only 20**
Over and over again I would get frustrated with myself when I didn’t know something or couldn’t do something as well as the florist next to me. Then I remembered I am only twenty and only started learning about the floral world six years ago. I was working alongside people who had more experience than I am old and what an honor it was.

These are just ten of the many lessons I learned this summer from Bachman’s, but these are lessons that will be used throughout the rest of my life. Most importantly there are many great people who work for Bachman’s, and I thank them all for guiding me this summer in learning these lessons. Listening to their stories and learning from their past experiences is an honor that not many people my age don’t get to receive. Thank you Bachman’s for making this summer great.