

Florist interview questions

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What to expect

Florist interviews tend to be practical rather than purely conversational. Expect questions about your design approach and product knowledge, some behavioural questions about handling customers, and scenario questions that test judgement when stock, timing or a customer request doesn't go to plan. Some employers ask candidates to talk through or demonstrate an arrangement on the spot.

- **Design and technical:** Questions about colour theory, composition and how you match flower choice to a customer's occasion or budget.
- **Behavioural:** Past-experience questions about customer service, teamwork or handling a difficult situation in a retail setting.
- **Scenario and judgement:** Hypothetical situations involving stock problems, tight deadlines or customer complaints, testing how you'd think on your feet.
- **Operational:** Questions about stock ordering, freshness management and point-of-sale or admin tasks that keep a flower shop running.
- **Client-facing:** Questions about advising customers on sensitive or unfamiliar requests, such as sympathy flowers or symbolism.

Most florist interviews open with a rundown of your experience and training, move into questions about your design approach (sometimes with a practical task or portfolio review), then into scenario and customer-service questions, and close with a chance for you to ask about rosters, event work and how the shop operates day to day.

1. Walk me through how you'd prepare and design a bridal bouquet from taking the order through to delivery on the day.

Why they ask

This checks whether you understand the full workflow, not just the arranging step, including timing, flower conditioning and delivery logistics.

How to structure your answer

Walk through the process in order: consultation and brief, sourcing and conditioning flowers, design and construction, storage, and delivery/setup on the day.

Example answer

"I'd start with the consultation, getting a sense of the colour palette, budget and the style the bride wants, then confirm flower choices against what's realistically in season. A few days out I'd order and condition the stock, trimming stems and getting everything hydrated properly. I'd build the bouquet close to the day so it's fresh, checking proportion and binding it securely, then store it cool until it needs to go out. On the day I'd time the delivery around the ceremony schedule and check it's handed over in good condition, with a quick check-in in case anything needs adjusting on site."

2. Tell me about a time you had to deal with a dissatisfied customer, for example over an order that didn't turn out as expected.

Why they ask

Retail florists deal directly with customers, often around emotionally significant occasions, so employers want evidence you can handle complaints calmly and keep the relationship intact.

How to structure your answer

STAR: describe the situation, your task, the action you took, and the result.

Example answer

"A customer once came in unhappy because the flowers she'd ordered for her mother's birthday had wilted faster than expected in warm weather. I listened to her concern first rather than getting defensive, then offered to remake the arrangement with fresh stock at no extra charge and gave her some quick care tips to help it last. She left happy and came back for a larger order a few months later, which told me that handling it properly mattered more than the original mistake."

3. A wholesale delivery arrives with the wrong flower colours an hour before a customer is due to collect a themed order. What do you do?

Why they ask

Tests judgement under time pressure and how you balance customer expectations against what stock is actually available.

How to structure your answer

Talk through your immediate priorities, the options you'd weigh, and how you'd communicate with the customer if needed.

Example answer

"First I'd check what's actually on hand in-store that could substitute without breaking the colour scheme too badly, since a close match is often better than a stressed phone call. If nothing suitable is available, I'd call the customer straight away rather than waiting until pickup, explain the issue, and offer alternatives such as a similar palette or a discount if the substitution isn't quite what they ordered. Keeping them informed early matters more than trying to fix it quietly and hoping they don't notice."

4. How do you decide on flower and colour combinations when designing for a themed event or a customer with a specific occasion in mind?

Why they ask

Assesses your grasp of design fundamentals, colour theory and how you translate a brief into a finished product.

How to structure your answer

Explain your reasoning process: how you read the brief, apply design principles, and adjust for practical constraints like season and budget.

Example answer

"I start with whatever the customer has told me about the occasion and any colours or flowers that matter to them, then think about complementary or tonal colour combinations that suit the mood, brighter and contrasting for a celebration, softer and more textured for something like a sympathy arrangement. From there I check what's actually in season and within budget, and adjust the mix of statement flowers and foliage so the arrangement holds its shape and looks balanced rather than overcrowded."

5. How would you advise a customer who wants flowers for a funeral but isn't sure what's appropriate?

Why they ask

Client-facing situations around sensitive occasions come up regularly in this role and require tact alongside product knowledge.

How to structure your answer

Describe your consultation approach: how you'd draw out what they need, offer guidance, and stay sensitive to the situation.

Example answer

"I'd keep the conversation gentle and ask a few simple questions, like their relationship to the person and whether the family has any preferences on colour or style. I'd explain common options such as sprays, wreaths or posies and mention a bit about flower symbolism if it's helpful, but I'd let them lead rather than pushing a particular choice. The main thing is making sure they leave feeling supported rather than rushed."

6. How do you manage stock ordering to keep flowers fresh without over-ordering and creating wastage?

Why they ask

Checks understanding of the retail and inventory side of the role, which is a core daily responsibility beyond design work.

How to structure your answer

Outline your process for forecasting demand, ordering, and monitoring stock condition.

Example answer

"I'd base orders on a mix of regular demand patterns and anything known in advance, like a wedding booking or a public holiday that usually lifts sales. I'd order slightly conservatively on the more delicate or expensive stems and top up mid-week if needed, rather than over-ordering up front. Day to day I'd check condition of stock in the coolroom, rotate older flowers to the front for use in smaller arrangements, and mark down anything close to the end of its life rather than letting it go to waste."