

Personalize flowers for a client you barely know by using what you do know: the occasion, your working relationship, and any practical details they have shared. Keep the arrangement simple, check the delivery information, and add a short note that sounds like you.

Start with the occasion

The reason for sending flowers gives you a useful starting point. A client who has reached a business milestone may appreciate a cheerful arrangement with a little color. For a bereavement, a quieter arrangement and a restrained message are more appropriate.

Think about where the flowers will be received. A compact arrangement in a vase is easier to place on a desk or reception counter than a large, sprawling display. If the client works from home, confirm the address before ordering rather than assuming the office is the right destination.

For a professional relationship, avoid flowers presented as romantic. You do not need to know the meaning assigned to every bloom. A mixed arrangement in a simple vase usually communicates appreciation without suggesting more than you intend.

Use the details you have

Look back at your conversations for preferences the client has mentioned freely. Perhaps they spoke about growing tulips, shared a photo of their garden, or mentioned a favorite color. One relevant detail can make the gift feel considered without making it overly personal.

If you have no such clues, do not guess at their taste. Choose a balanced mix of colors, or ask for an arrangement in soft or neutral shades. You can also request flowers with little scent if the arrangement will sit in a shared workspace.

- Use a favorite color only if you have a reliable reason to know it.
- Choose a manageable size for the delivery location.
- Ask for a vase if the recipient may not have one nearby.
- Check for known flower allergies or workplace restrictions.

Make the note specific

The card is often the easiest place to add a personal touch. Name the occasion and say what you appreciate, using a detail from your work together. Keep it brief enough to fit comfortably on the card.

For example, you might write, “Congratulations on the new office. It has been a pleasure working with you on the move.” For a thank you, try, “Thank you for your clear guidance on the project. I have appreciated working with you.” Use their name and sign yours so the message is easy to place.

Avoid making claims about the client's personality or tastes that you cannot support. A straightforward note is more convincing than praise that could apply to anyone.

Check the practical details

Confirm the recipient's name, address, and delivery date. For an office delivery, include the company name and any floor or reception details you know. If the occasion is sensitive, consider asking a colleague who knows the client better about an appropriate delivery location.

Keep the gift proportionate to the relationship and check any relevant company rules on gifts. A modest arrangement with a specific note can acknowledge the client without putting them in an awkward position.

A useful next read: flowers on film sets