



Selling at the Market

- All vendors should obtain a written copy of the market rules. Study them and make sure you can comply.
- Don't expect "through the roof" sales your first day at the market. It takes time for the customers to get to know you and your product. Other vendors will refer customers to you once they get to know you.
- Have unique signage that states who you are. Customers can't always remember you, but will recognize your signs if they should want to buy from you again.
- Try to produce the best possible product and display your product proudly, make it look as good as it can be. Step out and look at your display from the customers' view.
- Price is a factor consumers consider in deciding whether or not to buy - but more important is product quality.
- You should have price tags or signs on all products or group of products for sale. Many customers take a quick trip around the market first to see what is available and then decide where they will spend their \$\$\$\$. Some shoppers will by-pass vendors that do not have their products priced.
- It's easier to lower your prices than it is to raise them. Don't start too low. Check out your competition.
- Don't just sit and wait, you're not only killing time, you are also missing sales opportunities.
- Keep busy, or just look busy! People like to do business at a busy stand.
- Don't be bashful – talk to people – acknowledge that they are there.

- Show your eagerness to serve your customer – customers will forgive having to wait for a good product if they feel you are doing your best to serve them.
- Keep in mind it's a lot easier for working customers to pick up what they need along with other groceries at the supermarket. Make their shopping at the Market an "experience" they'll want to keep coming back for.
- Be sure each customer is pleased and satisfied with his or her purchase before moving on to your next customer.
- Be generous and sincere with the words "please" and "thank you".
- Always keep your eyes, ears and mind open to new and different ideas.
- Have fun – it's contagious! And have a great selling season.

SEE YOU AT THE MARKET!