

Stalls That Sell More

Main Suggestions From a Producer Workshop

Professional Stallholding

Presentation - do your products look appetizing and inviting?
Are you using colour, height and shape to create impact and interest?
Does your stall look generous - do you replenish stock/rearrange as needed?
Is your rubbish/packaging tidied away?
Use favourable price comparisons
Hook customers in - tasters, being in front of stall sometimes cooking etc
Ask "have you tried" rather than "would you like to try"
Have three interesting points to make about your product
Are you telling your story - about you, your business and product?
Show off prizes, certificates and awards

Professional You

Be clean and tidy; hands/nails, tie long hair back, wear an apron use disposable gloves
Avoid eating, smoking, chatting on your mobile or reading while on your stall.
Consider wearing your own branded clothing and using name badges to personalise
Don't leave your stall unattended.

Professional Labelling

Prices, people will walk away rather than asking so make sure they're clear!
If they are higher than supermarkets, explain why your product is worth more.
You grew it, reared it or made it - say so plus additional benefits.
Beware of making health claims- trading standards are developing an approved list.
Useful website <http://www.food.gov.uk/multimedia/pdfs/clearfoodlabelling.pdf>

Professional Business

Ensure your name is on your stall- demonstrate that your business is local, use a banner
Branding - on signs, clothes, aprons, badges.
Information to take away – recipes, where else you trade etc
Are your staff reinforcing the same professional image?

Love Your Customers!

It can feel daunting to face your customers for the first time - just remember that you have stories to tell that people who visit farmers' markets like to hear.
Think about why people buy eg to make themselves feel good and to solve a problem
So explain your product - fresh, seasonal, local, special variety, regional specialty
Talk about how you grow, rear, make what you sell
Tell people why what you do is good for the environment - low food miles/less packaging
Remind people they are supporting the local economy
Solve their problems by advising how to cook your product - a recipe idea.
Point out other market items to complement what they've bought.
Offer something special – a freezer pack, 3 for 2 or throw in a free offer.

Choose Your Attitude

If you look as if you're having a good time, your customers will respond positively.

Add theatre to your stall- cook or prepare something even if its bunching radishes!

Have samples available

Be friendly, factual, helpful and available, stop talking to other stallholders or include customers when they arrive at your stall.

Put product in the customer's hand- they almost always buy

Praise and recommend other stalls at the market and no bad mouthing!

Make Your Customers Enthusiastic Fans

Get to know your customers by name, greet them.

Invite customers back "see you next week/month" and make sure they take a date leaflet.

Remember their favourite product, suggest another that might appeal.

Run your own loyalty scheme

Handling Complaints

The most helpful customers are the ones who tells you when they are unhappy.

The least helpful is one who doesn't tell you but tells 10 friends instead!

Golden rules when you receive a complaint

Acknowledge

Listen

Don't argue or be defensive

Thank the customer

Respond helpfully and make amends erring in the customers favour if needed.

Remember how you deal with a complaint could impact on the customer's perception of the whole market as well as your business.

Word of Mouth - The Most Effective Marketing Tool

Imagine your customers talking to their friends about the market - what would you like them to be saying?

Very helpful/great product/knowledgeable/good fun/friendly/lots of advice and info/ethical production/local,

Know your name, let others know where else you trade or stock your produce.

Finally

The market is more than a collection of individual stalls, it is a retail entity and we all have a collective responsibility to make our bit is the best it can be.