

## **Tips from experienced SFM traders**

### **Before you start**

If possible visit the market before you start.

Get directions to the market – Google a map - the postcodes are on our leaflets and website.

Meet the day manager and other traders and find out where your stall will be.

Find out about parking and nearest loos

Check the size and height of your pitch and what you need to bring (a table)

Check what equipment you'll need – tablecloth, carrier bags, large clips, sneeze guards.

Be sure you know the dates and times.

Read the information sheet carefully for each venue

### **Presentation is everything.**

Prices marked clearly and simplify pricing – not 49p

Make your stall recognizable and try to stay in the same spot.

Provide as much info as possible about your produce and production - prepare leaflets.

Use tasters and samples.

Show awareness of tolerance problems such as gluten or nut.

Visit other markets and research any good ideas to adopt.

### **Don't forget self-presentation.**

Smile and be approachable, no folding arms, reading a book or sitting down eating

Engage customers in conversation even just a comment on the weather be welcoming to all – you can't predict who will buy

It's usually colder than you think so prepare yourself - thermals in winter, warm waterproof shoes and a carpet square or car matting to stand on.

Serving raw/unpacked food - wear an apron and gloves and use tongs to handle food.

### **We're all in this together!**

Work with other stallholders as much as possible – your success rests to a great extent on the success of the market as a whole (stall holders usually offer each other a small discount too)

Ask for help and advice, from ideas to improve your stall, the best deal on getting a banner to helping each other out while you grab a coffee

Help promote the market locally - can you put up a verge sign, take leaflets to your pub?

Get involved, does your day manager need a hand/a new trader need help, do you have ideas you'd like to share on expertise you have?

### **Making it pay**

Be consistent at markets to build up a regular following this will take 3 to 6 markets.

To become a valued member of a market you need to attend all year round and average your takings across the year- you can't just cherry pick some markets.

Unless you have a seasonal product such as strawberries you are letting your customers, fellow traders and SFM down if you fail to attend regularly.

Look after your hard earned money (eg take notes out of the cash box as you go)

Make sure you have plenty of change – keep a spare float in the car for the day you forget!