

You:

- Be clean, tidy and presentable, with clean hands and nails (people do notice especially if you are selling food).
- Be polite, remember to smile and appear welcoming
- Don't smoke, eat, chat on your mobile or read while behind the stall.
- Wear your own branding with a name badge.
- Don't bad mouth at the market.

What Mary Portas said about markets...

“Markets are a fantastic way to bring a town to life.

There's a market for all of us. From a bustling 'roll up, roll up' veggie market to a thriving organic middle-class farmers' market.

What both these types of endeavours share is people coming together to buy, to sell, to meet, to share, to discover and enjoy each other's company. It is the oldest type of commerce.

But strangely, more than any other type of retailing, I believe markets can serve as fundamental traffic drivers back to our high streets.”

Market Traders Check List

People love shopping at markets - The blend of a social atmosphere coupled with an array of independent traders is unique to the market offer. In a climate where shoppers are looking out for every penny, the market has an unrivalled place to offer instant fantastic value right on their doorstep. So work hard to get to know your customers, and make sure you let them know what's special about your great products.



Your stall and products:

- Is your stall clearly labelled with your business name at all times?
- Presentation – do your products look appealing and inviting?
- Are you using colour, height and shape in displays to create an impact and interest?
- Do you know which colours enhance/detract from your product?
- Does your stall look generous – do you replenish stock or rearrange it as needed?
- Is your stall clean and tidy?
- What are you selling? Is rubbish and/or packaging as prominently displayed as your products?
- Pricing – do your prices stack up? Show price comparisons if they are favourable.
- Are all your products clearly priced? People will walk away rather than ask the price.
- Consider displaying a returns policy, your public liability insurance and information that will increase shopper's confidence.
- Show that you know what you're doing (display certificates, prizes, awards).
- Add theatre to your stall – cook or prepare something, even if it's just bunching radish.
- Do you create a 'special value' offer?
- Look at your stall from a customer perspective and ask yourself "Would I buy from here?"

Interact with your customers:

- Hook customers with samples, displays, cooking smells, offers and promotions.
- Ask 'Have you ever tried my special xxx' rather than 'Would you like to try'.
- Have 3 interesting points to say about your product.
- Do you have an information leaflet to hand out?
- Explain your products – Give ideas that inspire
- Talk about how your product is made or used. Explain the benefits of your product.
- Say why what you do is good for the environment and supporting the local economy.
- Tell people if you use less packaging.
- Solve the problems by telling them how to cook / wash / use / store your product. Give recipe ideas to inspire them.
- Point out other items on the market that might compliment what you are selling.
- Get to know your regulars – by name, greet them and invite customers back, 'See you at the next market'.
- Consider pack sizes, price breaks, variety packs, gift wrapping.
- Be friendly, factual, helpful, have fun – if you look as though you're having a good time, your customers will respond positively too. Take care with colleague conversations – stop talking to other stall holders or include the customer.
- Put products in the customer's hand – they'll almost always buy.