



# BEING A SUCCESSFUL STALLHOLDER

## DISPLAY – GIVE AN IMPRESSION OF ABUNDANCE

- The more time it takes to get past your stall the more you will sell. Increase the amount on display by having produce behind you as well as on the table in front of you.
- Keep stock piled high and restock after a rush. If you are running out of produce towards the end of a market, keep the display balanced across the table with neat, even spacing.
- Use blocks of colour to break up the display; for example, alternate green and red apples rather than putting all the green apples together.
- Avoid 'flat' displays; try to slope displays so that the customer doesn't have to get too close to see what you have for sale. Tiered shelves or baskets propped up, so that produce appears to be spilling over, are ways of achieving this.
- Have easy to read signs which show the price and have up to three selling points for each product. For example:

£1 a bunch | Picked yesterday | good in salads | freezes well  
or  
New recipe | low in fat | taste great with our onion relish | £2.50 a pack

## CHAT AND OFFER SAMPLES – PEOPLE IN FRONT OF YOUR STALL ATTRACT MORE PEOPLE

- Don't ask if the customer would like to try a sample (they could easily say no) but ask if they have ever tried whatever it is, and hold out the sample for them to take.
- Slice samples or tear a piece at a time for each customer.
- After offering the sample, have at least three interesting points to make about it.
- If they are unsure. offer more samples and information.



## BUILD RELATIONSHIPS WITH YOUR CUSTOMERS

### Get them to think of you as “my egg man” or “my beef lady”

- Try to learn their names and make sure they know yours. A simple shortcut for the latter is to wear a badge with your name on it (in large, clear writing – farmers’ market customers are typically middle-aged or older and may not have perfect vision). That way, at least they know your name and can start to think of you as somebody they are on first-name terms with.
- Try to have the same person behind the stall at each market location.
- Have big signs or banners with your business identity – both a name and a strapline. “The Brown Family – Fresh Free-Range Eggs” is likely to be more effective than “Browns Ltd.” An easily remembered logo may also help; customers can be very vague about where they previously shopped, even if your pitch has never changed.
- Greet your regulars and every now and then throw in an extra, “since its you”, item.
- Invite them back, “See you in a month” rather than saying goodbye.
- Give out recipes and encourage customers to tell you how they get on.



## PAYING ATTENTION TO YOUR CUSTOMERS

- Offer a second product to accompany the first – “Would you like some of our mint sauce to go with that?” or “Some fruit for dessert?”
- Try to ensure they have enough of your product to keep them eating your produce until the next market – “Would you like a pack for the freezer to keep you going?”





- Don't sit around as if you are bored, it will put customers off. Likewise, don't eat or smoke while you are standing behind your stall.
- Place your scales and till facing the front of the stall to avoid turning your back on customers.
- If you have a queue, acknowledge the people waiting: "I'll be with you in a minute".



**Disclaimer**

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