



# You are What you Look Like:

## Preparing the Product

### Marketing Webinar for Direct Marketing Farmers

#### Glossary of Terms

#### **10 and 4 Rule**

When customers approach you, when they are within 10 feet, you make eye contact. When they are 4 feet from you, you greet them. This is a standard practice to engage customers in a retail setting.

#### **Shopability**

This is a display element that is critical to success. To be shopable you must have incorporated space where the seller and the customer can easily interact. Also, product must be set out in a means that allows customers to easily find the product that best fits their needs. So a booth with displays that are so high that you cannot easily reach over or see over to interact with your customer is not easily shopable. Also, a stack of product that is too deep that a customer must only choose from the top few bunches is also not easily shopable, as customers want to look through the entire display to choose the right bunch.

#### **Upselling**

This is encouraging someone to purchase more than they originally came to you to buy. You can accomplish this by bringing complementary products to their attention. For example, if they are buying tomatoes, you can suggest the basil would go really well with the tomatoes. You can also bundle products to make purchasing the entire bundle an easy decision. For example, you can bundle the ingredients for soups or stir frys. So instead of purchasing a pepper, now they are buying the onions, the greens, the herbs, etc. because you are selling them a meal, not just that pepper. If you add in a recipe as well, then the purchasing decision becomes even easier.