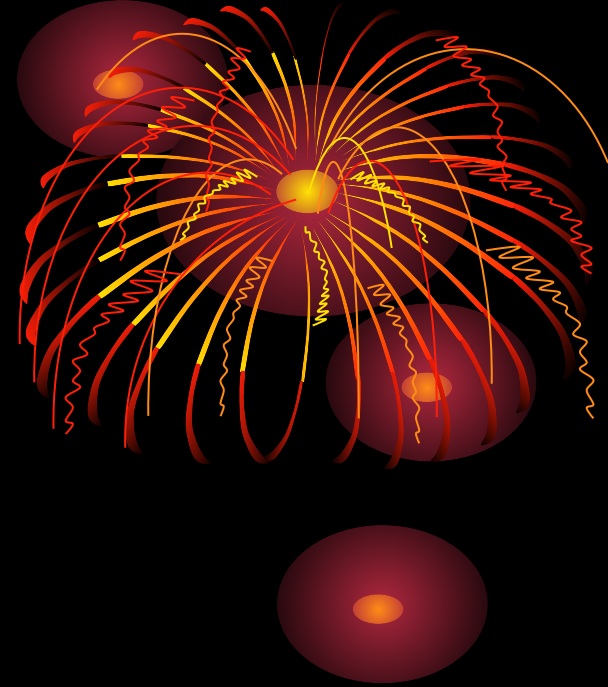


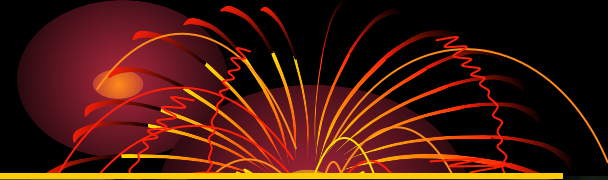
Making Market Sales Sizzle!



Display Techniques



Be creative...



Be whimsical ...



Pile it high and watch it fly!



De Marco
Co. owners & Shippers of
Quality Produce & Plants

HOME GROWN RADISH
75¢ A BUNCH
OR
3 FOR \$2.00

KEEP

Anthony De Marco

For eye appeal, mix up the color



Table coverings accent a display



Increase customer reach with layers



Layers also create the illusion of abundance



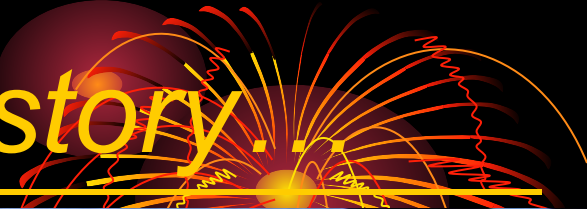
Be creative if your product cannot be displayed



Use aroma to draw attention



Display containers tell a story.



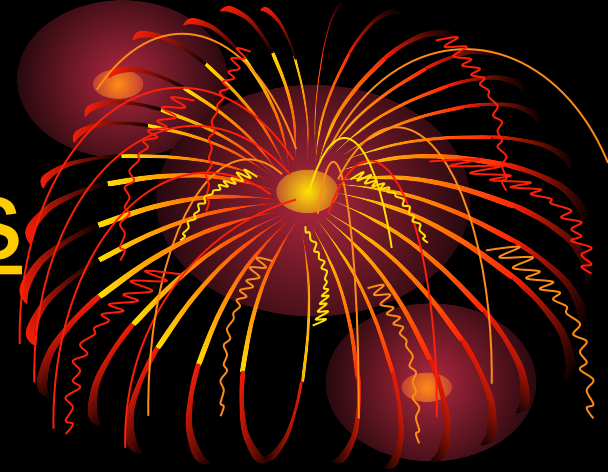
 **ORGANIC BROCCOLI**
\$ 1.50

BEHLEN COUNTRY
Compare Quality & Value
• Premium G90 Galvanizing for Long Life
• Strong, Heavy Corrugated Sidewall
• Heavy 20 Gauge Bottom
• No Rim
NOTE: Tighten and service often.

Container size and materials are important.



Additional Display Tips



- Continuously restock displays to keep the appearance of variety, choice and abundance
- As you begin to run out of product, reduce the size of the display to keep the illusion of abundance.
- Keep things neat and orderly, both on the table and behind. Disorder is not appealing to customers.

Signage



“A display without a sign is a sign
of no display.”

Every product needs a price sign.




Habanero Peppers
2.00


Jalapeno Peppers
2.00


Cherry Hot Peppers
2.00


Sweet Frying Peppers
2.00

...that's legible, appropriately placed, and large enough to read



Signs ... the silent salesperson



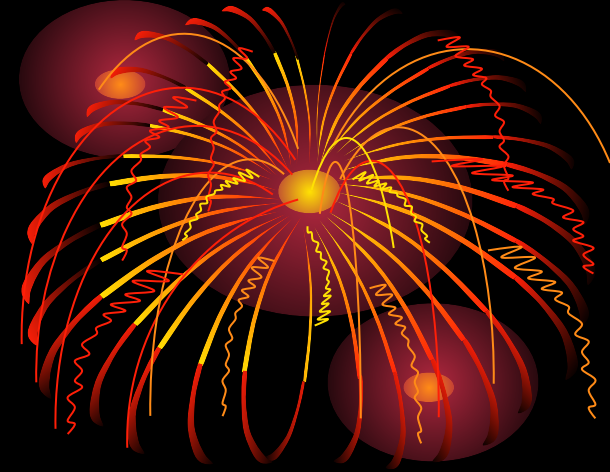
Will customers block your signs?



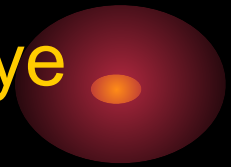
Don't forget to tell them who you are!



Sign construction



- Avoid white background – it draws the eye away from your products
- Best coloring is black on yellow OR green, red or black on off-white
- Laminated signs don't wear out as quickly and using a grease pencil, can be changed as needed
- Keep lettering neat. Use computer printing if possible to give a professional look
- NEVER be negative!

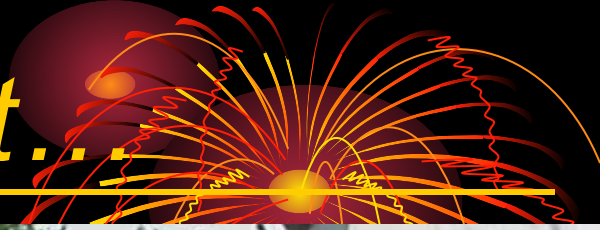


Create a herding effect ...



Nothing attracts attention like a crowd!

Sampling sells product...



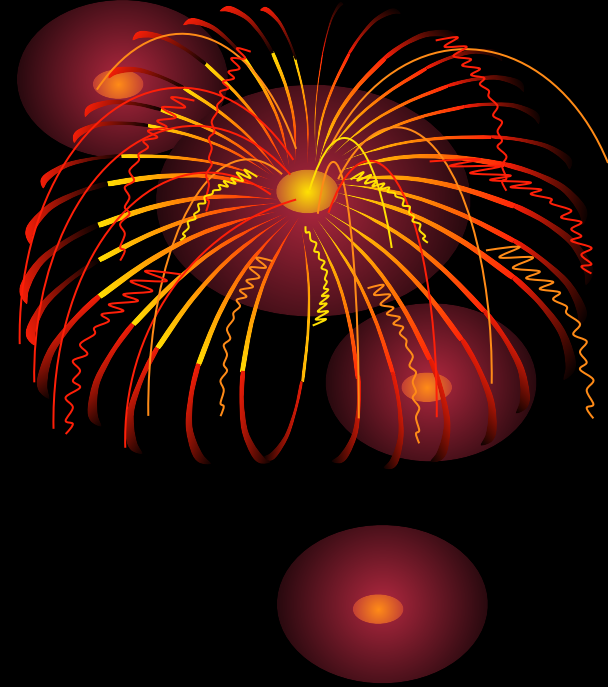
Handouts draw people in!



- Offer recipes
- Give out food preservation techniques
- Distribute your farm flyers

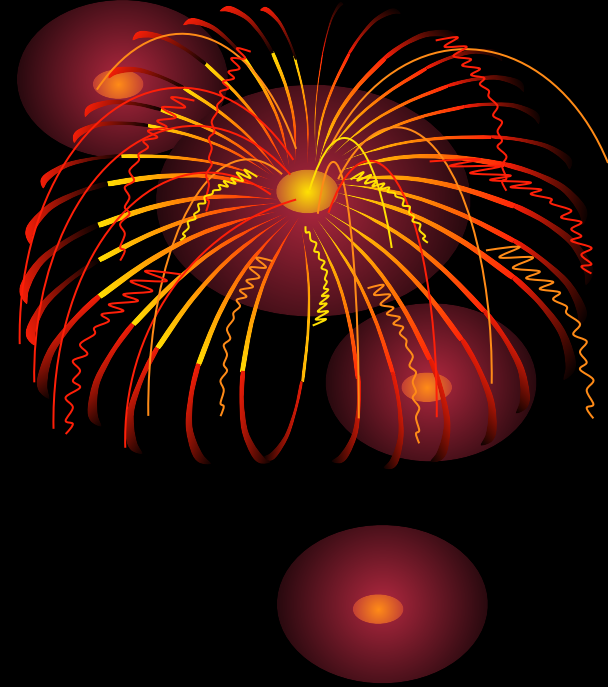
*Activities
and
demon-
strations
are crowd
pleasers!*





When all else fails ...

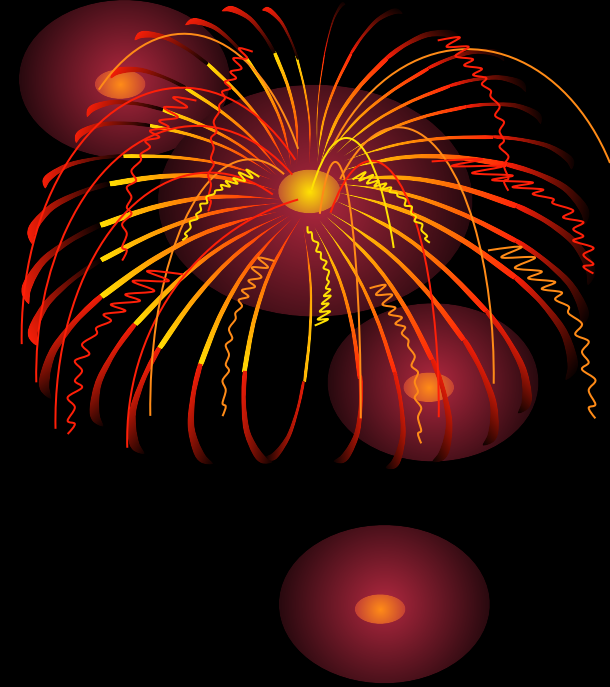
- Step out from behind the table yourself and get things started!



Your Product ...

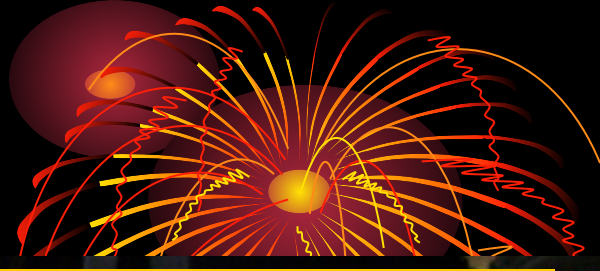
- All the display and merchandising techniques and customer service in the world will not overcome bad product.

Freshness counts



- Key motivational factor for shopping at a farmers' market – freshness!
- Product should be first quality, anything less should be marked as such

*Does your product put your
best foot forward?*



*Rule of thumb...knee to shoulder height
to maximize sales*



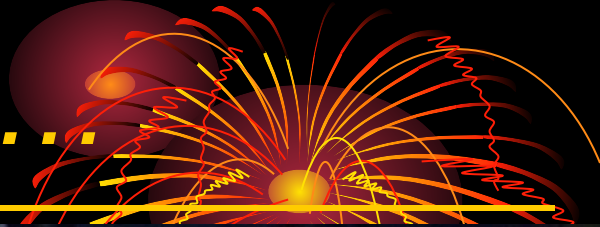
Display similar products together.



Extend variety within a product line



Offer a variety of sizes...



*Know
your
customer
& cater to
their
unique
needs...*



ملو خيره طازه

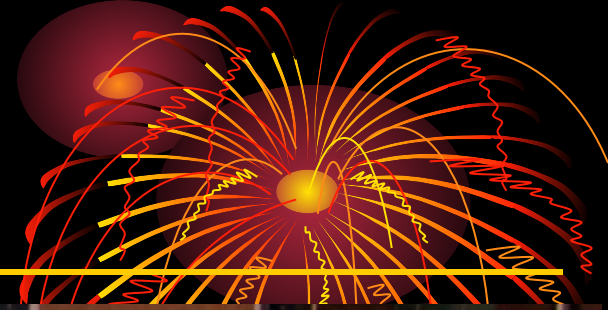
الكمعار :

- خيره سفيره \$ 10.00

- خيره كبيره \$ 20.00

" كميات كبيره حسب الطلب "

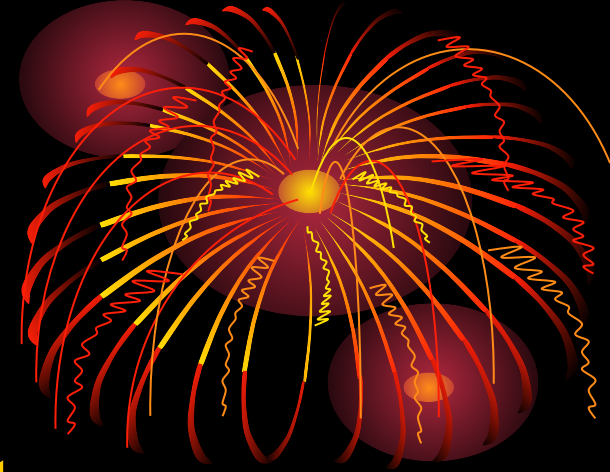
Add value ... simply



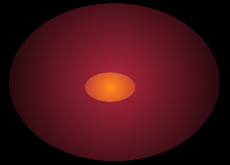
Pricing

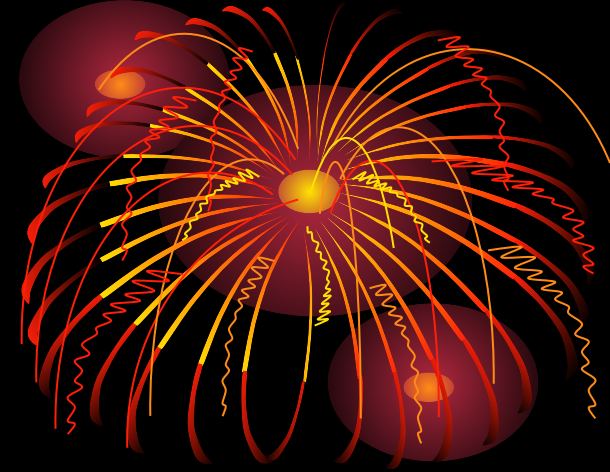


Tips for market pricing

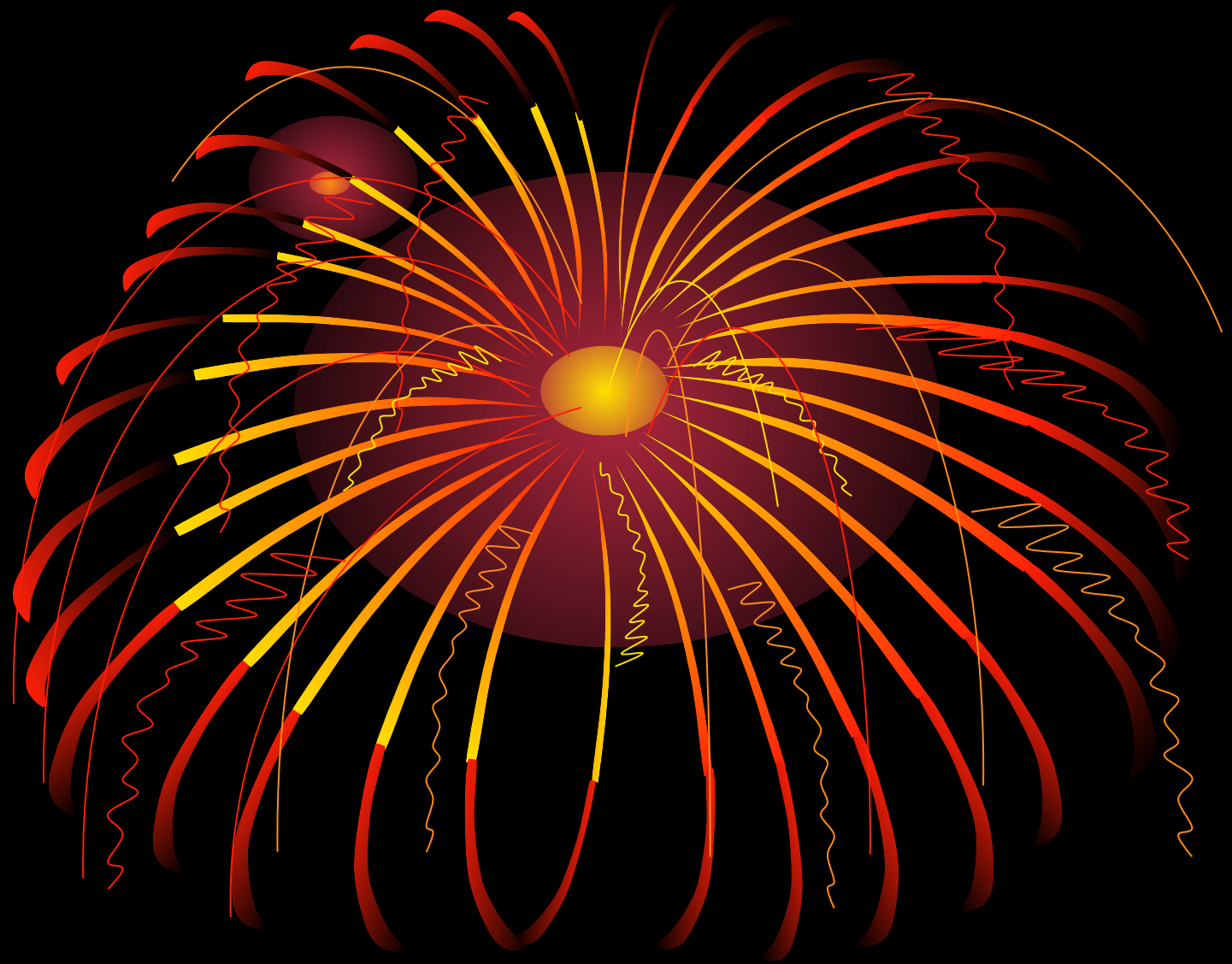


- Price is a perception of quality.
- Don't try to undersell supermarkets.
- Don't reduce prices at the end of the day
- You know you are priced too low if
 - 1 – you sell out early
 - 2 – no one complains about your price!



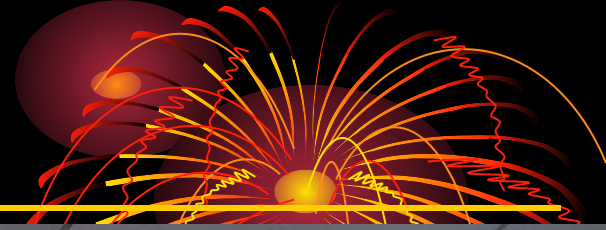


- Use mix and match pricing to encourage larger sales.
- Use multiple pricing strategies to encourage larger sales
- Watch price points - \$1, \$5, \$10, \$20



Promoting Yourself ...

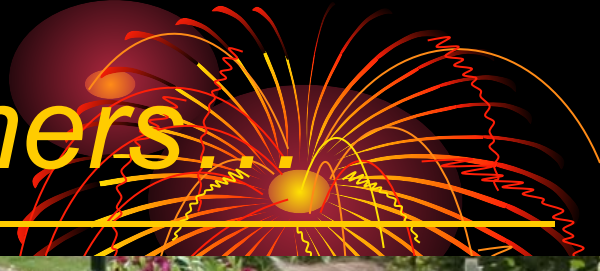
Are you smiling?



*Build
customer
loyalty.
Let
customers
get to
know
you....*



Get to know your customers.



Learn what their shopping habits are.



Invite your customers back!

Thank you
for
shopping
locally!

See you
at our
next
market

Coming to
Market soon

SATSUMA
SATURDAY
WITH SUSAN
SPICER!
NOV. 18th
FESTIVUS!
DEC. 3, 10 & 17

Sign up
for our
electronic
newsletter
today



markets
mobilize
mentor
model



Make who you are obvious!

Put your best foot forward ...

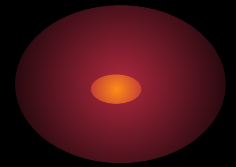
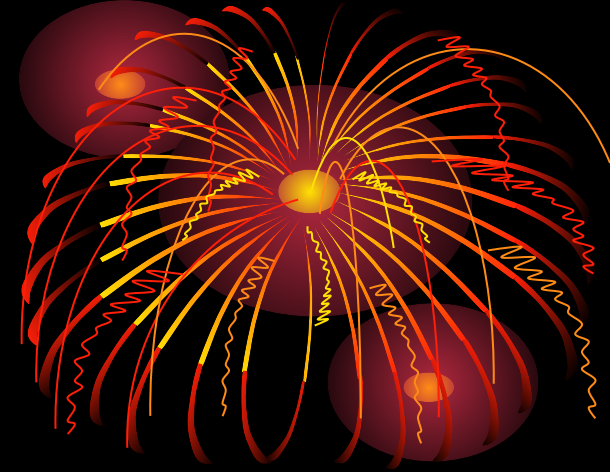


- When you're busy with customers, acknowledge those waiting their turn.
- When you are not busy with customers, be busy with your display.
- Do not eat or smoke at your table.
- Be neat and clean.

Add in Customer Service



- Always educate your customers.
- Hold packages
- Take orders
- Let your customers know what's coming next week
- Look at your presentation, both display and yourself, from the customer's point of view.



The right combination of product, display, merchandising techniques, pricing and customer service will make your market sales sizzle and the benefits will go straight to your farm's bottom line!

Making Market Sales Sizzle!



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