























Helpful Holiday Market Hints From Your Holiday Market Committee



Hint Sheet #2: Sales & Customer Service

-  Pay attention to what is going on. Smile and stay awake!
-  Be in your booth. Don't leave your shop looking unattended.
-  Don't sit and read or be on your phone. Customers don't want to disturb you. Even if you look up and engage, you've already given an impression that you aren't interested in them.
-  If you are bored, get up and fuss with your display. Dust, rearrange, in general look busy but not absorbed in your work.
-  Have an informational opening remark to start the conversation with customers, saying something interesting about your work. Even if you say it a thousand times, each customer will only hear it once.
-  Have visible price tags. Customers dislike having to ask about prices and may just move on to another booth.
-  Have a small stack of Guidebooks handy. Circle your booth on the map inside and show customers the handy wish list area inside!
-  There's no weather inside. You can dress nicely.
-  Have breath mints and a toothbrush in your Market gear.
-  Don't let your friends hang out and chat. People don't want to interrupt your conversation – remind your friends that you are actually at work.
-  Keep the conversation positive. Avoid asking your customers questions that can have a “no” answer, like “Can I help you?” Try, “Let me know if I can help you”, instead.
-  Make it easy for customers to see your products. Use lengths of PVC pipe on the end of table legs to raise the height of your tables.
-  Don't stare at your customers as they are looking at your products.
-  If a customer has disarranged items in your display, wait until they are gone to reset your display.
-  “Did you make this?” does not necessarily mean the customer is ignorant, so don't take offense. It probably means they are trying to start a conversation with an easy question that has a “yes” answer. It could also mean that they are amazed that your product can be made by real people! Take the opportunity to start a conversation and make a sale.
-  Consider bringing a high end, expensive item, even if you think it would never sell. Show your customers the depth and heights of your creativity and artistry, and who knows, it might sell.
-  If non-shoppers standing idly in front of your booth is a problem, nicely get them to leave by going out and fussing with your display, or have a handy friend or neighbor pretend to be a customer that needs to be in that space.
-  Shoplifting happens. Keep an eye on your cash and your electronics at all times. Groups of people may try to divide your attention so that one of them can steal. Step back so that you can see everyone and what they are doing.
-  Unfold money when you take it and don't be afraid to inspect bills. Look for the watermark, the embedded strip or run a fingernail over the lapel of the guy on the front to feel for the engraving marks. You can also rub a dark area on white paper. The ink never completely dries, so it will make a mark.
-  If you aren't doing the entire run, advertise your last day at market so customers know they won't be able to come back for your items.