

NEW TRADERS PACK

TRADER CHECKLIST

Below are a few top tips to help make sure you and your stall is looking its best!

YOU	TICK
Be clean, tidy and presentable	
Be polite, remember to smile and appear welcoming	
Be friendly, factual, helpful and have fun	
Don't smoke, eat, chat on your mobile or read while behind the stall	
Wear your own branding with a name badge	
Entice customers with samples and displays	
Get to know your regulars – by name, greet them and invite customers back- 'See you at the next market'	

YOUR STALL	TICK
Is your stall clearly labelled with your business name?	
Is your stall clean and tidy?	
Are you using colour, height and shape in displays to create an impact and interest?	
Does your stall look generous – do you replenish stock or rearrange it as needed?	
Consider displaying a returns policy, your public liability insurance and information that will increase shopper's confidence	
Display certificates, prizes, awards	
Look at your stall from a customer perspective and ask yourself "Would I buy from here?"	
With each sale, consider giving your customers a money-off voucher for use within a limited period of time – say 10% off all stock at your stall until the end of the month.	

YOUR PRODUCTS	TICK
Do your products look appealing and inviting?	
Are your products prominently displayed?	
Are all your products clearly priced? Show price comparisons if they are favourable	
Do you create a 'special value' offer or have any other offers or promotions?	
Point out other items on the market that might compliment what you are selling	
Talk about how your product is made or used- give ideas that inspire. Explain the benefits of your product. Would you consider creating and giving out a leaflet?	
Have 3 interesting points to say about your product.	
Do your customers know everything you do? Do you offer a service or deliver locally? Would a new customer know this?	
Have you considered cross selling with another trader? Do you offer for example jam that will work wonderfully with another trader's bread? Could you offer an incentive for buying both	
Are your products clearly labelled who they are for or what is the benefit?	
Do you take cashless payment?	

BUSINESS IDENTITY	TICK
Does your business have a recognisable brand?	
Do you have logos, a colour or theme? Are these displayed?	

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PROMOTING YOUR BUSINESS

Below are a few top tips to help you promote your business

TOP TIPS		TICK
You and your business	You are your business' biggest draw providing customers with a great shopping experience will lead to recommendations and new customers	
Product presentation and your stall	Are you presenting your products in an incensing way? Have you read our trader checklist?	
Social Media	A great low cost way to let your customers keep up to date with your business. It's easy to keep them and new customers up-to-date on your latest offers and other incentives – all of which will help to generate return visits to your stall	
E-newsletter	As an incentive you could include special offers in the e-newsletter for your business. Using an online e-newsletter facility such as Mailchimp (http://mailchimp.com) is a very cost-effective way of promoting your business, with the only cost to you being your own time producing it.	
Online listings	Post basic business listings for free on the internet	
Local media	Love a great story! If you have some interesting customer or product line let the local paper know.	
Leaflets/flyers	<ul style="list-style-type: none"> An eye-catching leaflet can be a good way to promote your business. You may wish to set up a special offer (such as a money-off voucher) for anyone who picks up a copy of your leaflet or flyer and brings it to your stall. Many local businesses (non-competing) are usually happy to include leaflets from fellow traders and you could reciprocate by stocking some of their leaflets. 	
Posters	Simple posters are relatively easy to produce and can help to promote your business and any events you might be holding. Again, many local businesses may be happy to put them up in their premises. And don't forget to add your Facebook or Twitter details.	
Website	Easy to create yourself! Traders could maybe offer the core range of services online and ask customers to visit the market for more goods and discounts?	
The Market Manager	Can help!	