

## TIPS FOR A SUCCESSFUL MARKET BOOTH

### **Stack Your Items High**

The way you arrange your items can also make a big difference in how people perceive them.

### **Display your Best Looking Foods or Products**

When setting up your booth, the foods on display can make a huge difference. Don't set out a bunch of brown apples or wilted spinach. Choose your best products and display those front and center.

### **Decorate Your Table**

But simply putting out items isn't enough. Add some decor like tablecloths, trays and photos to add some visual interest to your booth.

### **Present Yourself Well**

You're also a big part of how shoppers perceive your booth. So don't show up with messy hair and dirty jeans. Be comfortable but clean and professional so people feel good buying food items from you.

### **Stand Up**

Stone also suggests that standing rather than sitting at your booth can make a big difference. This puts you at eye level with your customers and lets you interact with them more naturally.

### **Make Eye-Catching Signage**

You can also add some signage to your booth to grab shoppers' attention and let them know exactly what they can expect from your products.

### **Clearly Label Prices**

Customers don't want to have to ask you for the price of every item at your booth. So put out signs with prices that are clearly marked and easy to read.

### **Be Friendly and Talkative**

When people approach your booth, greet them in a friendly way and make sure they know you're available to answer any questions. Don't be pushy, but do engage them in conversation when the opportunity presents itself.

### **Create a Flow for Your Booth**

Part of limiting huge lines at your booth is setting it up in a way that still allows people to shop while others are completing purchases. This all depends on the layout of the market, of course, but if you have room, create some signage to make it clear where people should stand while waiting to complete purchases.

### **Answer Questions While Selling**

You also need to be able to multitask. Practice accepting payments while answering questions from other customers so you can keep the line moving even while others shop.

### **Display Photos from Your Farm or Operation**

Lots of people shopping at farmers markets like to actually connect with the farmers they buy items from. And one way to help people feel connected to your booth is to display some photos from your farm, showing where their purchases come from.

### **Remember the Essentials**

In addition, don't forget things like water and snacks for yourself and your team. You're going to be working hard all day, so you don't want to be hungry and uncomfortable.

