Making Market Sales Sizzle!
Display Techniques

Appealing to the senses
Be creative…
Be whimsical ...
Pile it high and watch it fly!
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...
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...
...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 drawn people in!

- Offer recipes
- Give out food preservation techniques
- Distribute your farm flyers
Activities and demonstrations 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...
Add value ... simply
...or be more productive!
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!
Cobblestone Creek Farm
7350 Collamer Rd.
East Syracuse

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!
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