



Ten Tips for a Successful Vendor Experience

1. Practice loading and unloading your merchandise and displays

When you only have a short amount of time to set-up/tear-down, every second counts. Practicing how everything fits in your car makes all the difference. Make sure you know just how you want your table display set-up so you will be less stressed during the event.

2. Check in with MarketSpace's Representative upon arrival/departure

Trust us, we've done this before. We can answer any questions you may have and let you know about future events.

3. Bring a cash box or money apron

It's very important that you always know where your money, credit card reader, and valuables are at all times. We suggest bringing a cash box that locks or an apron that you can wear so that risk of loss or theft is minimized.

4. Have change and smaller bills and invest in a credit card reader for your smart device

There's nothing worse than losing a sale because you can't make change. Also, try and price your items so that making change isn't a chore. Think in multiples of ten or twenty. Accepting credit cards expands your customer base immensely. Many potential sales could turn into real sales by simply offering the option to pay by credit card.

5. Have an event go bag

Create a box or bag with essentials that you may need in a pinch. Things like extra pens, tape, zip-ties, scissors, bungee cords, and a notepad are all great to have at a moment's notice.

6. Engage with your followers before, during, and after each event

Beforehand, submit a guest blog entry to MarketSpace that will be featured on the main website – it's the new "window-shopping." During the event, Facebook and Instagram Live offer a fun way to give your followers a peek into the event. After the event, business cards and flyers can lead potential customers to your social media presence.

7. Rehearse your 60 second sales speech

Know your talking points so you can appeal to potential customers and make the sale! Sometimes you have less than 60 seconds to peak someone's interest as they stroll by, so make them count.

8. Consider staging your products for maximum appeal

Does that Lula pair well with a statement necklace? Does that lip scrub bundle well with a moisturizer? Does your rustic wood stand out best against a white backdrop? If it catches your eye chances are it will also catch your customers'.

9. Dress for the occasion

Wear comfortable shoes and clothes. It is better to engage your customers from on your feet than sitting behind a table.

10. Draw a crowd and make your products and booth interactive

Photo booth props, an interactive game, and a floor length mirror encourage selfies and social media posts. The more people that linger around your booth to take part in something fun, the more attention your products and business will get.

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