

# Tips on How to be Successful at BFM

- **Be a good neighbor to your fellow vendors.** Communicate respectfully, be proactive about solving problems, have a positive attitude, support each other to have a fantastic market day.
- **Collaborate with your farmer/vendor neighbors** to create something interesting and enticing for shoppers (a recipe idea, a unique product combo, meal kit, etc.)
- **Be Prepared and On Time.**
- **Unload your vehicle FIRST, move it to the designated vendor parking lot and THEN set up.** Thank you! This helps greatly with traffic congestion within a very tight site.
- **Hawking (yelling to shoppers)** and playing loud music are against market rules. Creating an enticing display that stops shoppers in their tracks, however, is a great idea!
- **Branding and display:** An attractive market booth is key to your success!
  - Get beautiful labels, have someone make you a logo, invest in display elements like table cloths, baskets, wooden boxes, etc.
  - Go vertical! Stack high – abundance equals sales! Place your best eye-catching items front and center. Repeat bountiful displays of a product so it catches shoppers’ eyes more than once. Have “impulse” items bagged and ready to go by your scale or cash register. Find ways to make your stall unique!
- **Signage is required for all market vendors,** and must include the name of your farm/business and its address/ location. The best/easiest signage is usually a vinyl banner – get yours beautifully designed and well-printed.
- **All prices must be clearly marked.** Prices and scales must always be visible to customers. Shoppers value transparency, and pricing can be another branding opportunity. Feature particular items and put them on sale. You can price by the bunch instead of by the pound.
- **Hire friendly, engaged sales people and treat them well.** Shoppers often look first for that familiar face, so hire the right people, train them well, and keep them happy. (Staff people looking at their phones=sales opportunities missed.)
- **Follow directions from your market manager and market assistants.** Market day is not the time for lengthy discussions. Follow up during the week if you need to discuss something or get further explanation.

