

TIPS FROM EXPERIENCED TRADERS

Before you start

- If possible, visit the market before you start
- Get directions to the market – Google a map – the postcodes are on all our leaflets and website
- Meet the Market manager and other traders and find out where your stall will be
- Find out about parking and nearest toilets
- Check the size and height of your pitch and what you need to bring (gazebo)
- Check what equipment you'll need – tables cloth, bags, clips, sneeze guards (if appropriate)
- Be sure you know the dates and times
- Read the information sheet for each venue

Presentation is everything

- Prices marked clearly and simplify pricing – not 49p
- Make your stall recognisable and try to stay in the same spot
- Provide as much information as possible about your product and promotion – prepare leaflets
- Use tasters and samples
- Show awareness of tolerance problems such as gluten or nuts - [Food allergy and intolerance | Food Standards Agency](#)
- Visit other markets and research any good ideas to adopt

Don't forget self-presentation

- Smile and be approachable – don't fold your arms, read a book or sit down eating
- Engage customers in conversation even just a comment on the weather, be welcoming to all – you can't predict who will buy
- It's usually colder than you think so prepare yourself – thermals on winter, warm waterproof shoes and a carpet square or car mat to stand on
- Serving food? – wear an apron and gloves and use tongs to handle food

We're all in this together!

- Work with other stallholders as much as possible – your success rests to a great extent on the success of the market as a whole (stallholders usually offer each other a small discount too)
- Ask for help and advice, from ideas to improve your stall, the best deal on getting a banner to helping each other out while you grab a coffee or go to the loo
- Help promote the market locally – can you put up a sign or display leaflets somewhere?
- Get involved, does the market manager need a hand? Does a new trader need help? Do you have any ideas you'd like to share on expertise you have?

Making it pay

- Be consistent at markets to build up a regular following – this may take 3 to 6 markets
- To become a valued member of a market you need to attend all year round and average your takings across the year – you just can't cherry pick some markets

- Unless you have a seasonal product such as strawberries, you are letting your customers, fellow traders and the market down if you fail to attend regularly
- Look after your hard-earned money (take notes out of the cash box as you go)
- Make sure you have plenty of change – keep a spare float in the car for the day you forget!