

**BUY FRESH  
BUY LOCAL**



**HISTORIC DOWNTOWN  
HOT SPRINGS FARMERS  
MARKET & ARTISANS  
MARKET**

# YOUTH MARKET TIPS

## SET THE STAGE

- Have a clean display area – no trash or dirty tables, tablecloths, containers, etc.
- Decorate with festive tablecloths and/or other decorations to provide a backdrop for your products.
- A colorful product display draws people into your booth. Folks like to touch, smell and see. Think of as many ways to involve the senses as possible.
- Create signage with your business name that is simple, to-the-point and attractive.
- Label your products – Heirloom Tomatoes, Pattypan squash, and fresh new potatoes. Don't say 'organic' if not certified!
- Use labels and signage to let people know your products are special. "Third generation of family farming" "Grown without pesticides" "Locally grown in Hot Springs"

- Keep your displays full. People like to look through and choose from an assortment.

## INVITE FOLKS IN

- Always wear a smile – it's your greatest asset!
- Make eye contact – your customer is a person, just like you!
- Speak up! Don't scream, but don't mumble and look away from the customer either.
- Those little things – like chewing gum, text messaging, talking on the phone, chatting with your friends in the booth next door – can wait until later. Now is your customer's time.
- Introduce yourself – swapping names builds relationships.
- Welcome people to the Market and make conversation. "How did you hear about our market?" "What is your favorite vegetable?" "Can I answer any questions?"
- Tell your story – some people are in a hurry, but others....they want to know all about your farm, your business and you! If they are interested, open up and share!
- Know your product – any special features, how to prepare, how to store, etc.
- Thank your customer for their purchase and invite them to come back next time. In fact, you may throw in a little temptation by stating, "Oh! And next month I'll have...."

## CHALLENGES

- Learn to weigh and add your customer's purchase totals quickly. Watch your money box and any money on the table.
- Sometimes people are cranky. If someone is disrespectful or angry with you, grab a Market board member or mentor farmer.
- If someone asks you a question and you don't know the answer, simply reply, "I'm sorry, I don't know the answer, but I'll be happy to look into it and have an answer next time."

**HAPPY GROWING – AND SELLING!**