



**Dressing Your Market For Success:  
A to Z Tips for Market Managers**

**A**isle signs can be helpful at busy markets.

**B**uild a mailing list. Use “Sign Up To Win A Market Basket.” Take a picture of winner.

**C**ommunity involvement is the key to market success.

**D**ot Surveys help you collect market data about your customers. Partners like data.

**E**ncourage vendors to take a picture of their stall to see what can be improved.

**F**or your biggest events, plan ahead, especially for your media needs.

**G**luts of certain produce mean you need to find a way to sell more: run ads, contests, etc.

**H**and out “ Vendor Tips for Increasing Sales” to your growers.

**I**nformation booths are useful. Make it is easy to find. Post a recipe and display the item.

**J**ump at the chance for cross-promotions. Partner with a community event, business, etc.

**K**eep finding ways to increase awareness of the market. More shoppers = happy vendors.

**L**et the farmers know they can decorate for a theme.

**M**ystery Shoppers can offer valuable feedback.

**N**ever let the weather get you down: dance in the rain!

**O**ffer a merchandising workshop for your vendors at the beginning of the season.

**P**ricing is important. It makes shopping easier for customers. Encourage vendors to do it!

**Q**uietly accept the fact you are doing the work of at least three people.

**R**ecipes help food sell. Keep a variety on hand for vendors to use with popular crops.

**S**ignage at the front of you market marking the entry is critical for a good public space.

**T**aste-test popular crops. Color code samples/vendors so buyers can easily find sellers.

**U**se every opportunity to survey your customers. This information will come in handy.

**V**ery creative ideas will be appreciated. Tell your vendors how you promote the market.

**W**alk the market and offer a makeover for vendors who need help with their displays.

**X**-agerate the bounty at tables. Have vendors create displays that are overflowing.

**Y**our market is the best and unlike any other. Believe it and so will others.

**Z**ip at the chance to compliment vendors for their efforts to make their stalls look good.