



Module 1

First Impressions

1: Which of these people would you prefer to buy from?



A



B



C

The answer is more likely to be C! This is probably because the appearance of A and B put you off in some way. Similarly, the way things look is just as important as the way people look when it comes to persuading customers to buy. First impressions are vital.

2: Who is responsible for the first impression that a customer gets of your stall?

.....

.....

.....

.....

.....

As the stall holder, you are responsible for the way your stall (all of it!) looks to your customers. You are therefore a key part of the presentation of the product/stall.

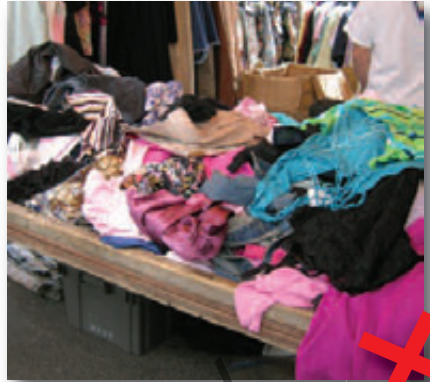
Appearance of trader/staff



Appearance of stall



Product displays



Signage



Professionalism



3: What skills do you think you need to be a good trader?

.....

.....

.....

.....

.....

If the customer is always at the forefront of your mind when you are displaying your goods, using your signage, thinking of promotions, talking to customers, ordering stock — in fact everything to do with your business then you will be a good trader.

4: Why is it important that a customer has a good first impression of your stall?

.....

.....

.....

.....

.....

Customers will buy products from stalls and stall holders that look professional, reliable and trustworthy. Their initial glance at your stall will, rightly or wrongly, lead them to form an opinion about you and your products.

5: List five things that influence the first impression that a customer has?

1:

2:

3:

4:

5:

You do not need to be a talented display artist to make your products look attractive, just some simple product presentation ideas to help your stall achieve a professional appearance. These could include:

- *Displaying all products in colour groups — this creates lots of impact and helps customers to start to ‘self select’*
- *Not having the stall full to overflowing — if it looks cluttered, customers don’t know where to start looking for the item that they want*
- *Using posters that are easy to read and hanging straight*
- *Using lights to make your products stand out*
- *Dirty and torn product/packaging are amongst the biggest reasons shoppers cite for why they avoided a stall*
- *The appearance of the stall holder was another whilst casual dress is expected, scruffy and dirty clothes are unacceptable*

*It is therefore important that **you, the stall** and **your products** look clean, professional and appealing!*

6: How can the way you approach customers create a good first impression?

.....

.....

.....

.....

.....

The manner in which you deal/interact with customers is a key influencing factor as to whether they visit your stall again.

Customers do not like to be ignored, but neither do they want a pushy salesman. Friendly and informative traders who are prepared to talk/joke with customers very quickly build a rapport with these customers increasing the chance of a sale. Customers like to be acknowledged — so make eye contact and say hello with a smile!

7: Think of three things that you could say to a customer as they approach your stall that would encourage them to browse and hopefully buy some of your products.

- 1:
- 2:
- 3:

Try and use these phrases (and any others you can think of) to encourage the customer to begin a conversation with you. Try to avoid closed questions, ask or say something that requires more than a yes or no answer.

Do not photocopy any part of this document

Actions

Use the following table on a weekly basis to ensure that you are continuing to create a good first impression with, not only new customers, but your existing customers as well.

First Impression Table	Yes/No	Action Needed
The stall is clean and free of damage		
If the stall has lighting, it is switched on with all bulbs working		
The fascia signage is clean, visible and undamaged		
All products are facing the customer and can be seen at first glance		
Similar products have been grouped together to allow the customer to make comparisons		
All products are in good condition		
All products are clearly and accurately priced		
All products are displayed on fixtures or tables – there is nothing displayed on the floor		
All posters/signage are in good condition (not torn/damaged)		
All posters/signage are 'in date' and relevant to now		
All posters/signage are displayed straight and are not hiding other posters or products		
All posters/signage are displayed at a height they can be read/seen (not below waist height or above head height)		
The stall and all products are dust free		
Rubbish/empty boxes have been disposed of/hidden from the customers sight		
Customers have been approached in a friendly and welcoming manner		
Trader and staff are well presented with a professional appearance		

Follow up

- Ask a family member or fellow trader to complete the First Impression Table, to help you assess if you are FIT for trading!
- Ask customer's for their first impression of your stall
- Implement any changes that you need to make as soon as you can

Do not photocopy any
part of this document