



User Guide 1

First Impressions



The first impression that your stall creates is all down to the hard work of you, the trader. It is a customer's first impression that sets the value, tone and perception of your stall and products.

If the customer thinks 'cheap' on their first impression of your stall, then the prices need to be cheap — anything above cheap will seem wildly expensive. If the first impression makes the customer think 'good', 'nice', 'professional', etc. then they will expect the prices of your products to reflect this — increasing the chance that they will perceive your stall as offering good value for money — even if prices are a little higher than the competition!

Creating a good first impression with your stall

Irrespective of where your stall is situated on the market, the first impression that it creates is down to the trader and no one else.

- Make sure that your stall is in **good condition**, that there is nothing broken, damaged or in need of maintenance. If the maintenance of the stall is not your responsibility, get the market manager to agree to a timeframe in which the stall will be fixed
- Ensure the stall is **clean and dust free**
- Check that your fascia sign is clean, noticeable and damage free
- If your stall has lighting, check it is switched on and that there are no blown light bulbs

Creating a good first impression with your products

Using some simple display techniques is a quick and easy way to give your stall a professional/cared for appearance.

- **Too many products** on display will make the stall look cluttered and difficult to buy from. Don't display every single piece of stock; just ensure that you have a little bit of everything on display. Keep 'spare' products as backup stock up for when you sell out or begin to run low on the stall
- **Fill empty space**, i.e. shelves/rails/tables, etc. as empty space does not generate sales and weakens the impact of the product offer

If a gap is temporary (i.e. waiting for stock, etc.)

- pull products forward or use a different product so that the gap is filled in the short term
- double up on your key products/best sellers

If a gap is due to a product being sold out or discontinued

- fill the gap in the short term before re-allocating this space to another product as soon as possible

- Each product range **needs to have its own space**. Leave a small gap between each different product range, so that your product offer does not become a blur of items. This will make it easier for customers to clearly see your product range
- Where possible, display products so that they '**face the customer**' (i.e. face forwards)
- **Stand products up**, so that they are easier to see
- **Group similar products together** as this will make the products more noticeable and help customers to find what they are looking for
- Display your products in a **logical order** — the way in which a customer would link them together. For example if you sell digital cameras and accessories, the carry cases should be next to the cameras and memory cards/batteries next to the cases. It would not make sense to the customer for some of the camera cases to be displayed at the other end of the stall, away from the rest of the cases — your full range would not be seen or would get overlooked which could mean a lost sale!
- **Group products** together by colour or by similar packaging. This helps to create a noticeable 'block' of product
- **Display accessories** close to the main product as this will help to encourage extra sales and also provides excellent customer service to shoppers, e.g. a camera, case, memory card and spare batteries — will plant the idea that to get full use from the camera, a customer would need to buy all of the relevant accessories as well
- **Display products in size order** (customers expect the smaller sizes to be at the front or on top!)
- **A display should never confuse the customer**

If you have shelving or rails, also consider the following...

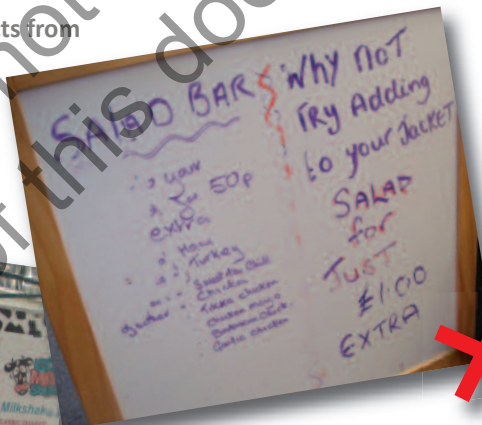
- Use the very **top shelf for display only**. Customers can rarely reach this shelf/rail so it is not a good idea to try and 'sell' from it
- **Always pull forward** the stock on shelves or rails as this gives the appearance that it is well stocked. Products are also easier to see
- **Place** smaller products on higher shelves/rails and larger ones towards the bottom as this creates a more balanced, appealing display



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Creating a good first impression with your signage and equipment

- Use a mixture of product, accessories and signage to make a display **'look bigger'**. This means that you will not have to display large amounts of stock. However, whilst it is important to make a display 'appear' bigger, overall the display still needs to remain simple and easy for the customer to understand
- Give a product **more impact** by displaying a graphic or poster beside it. This will make the product feel important and help it to stand out from other products on the stall
- **Use the right equipment** for your product range. This not only looks more professional it 'adds value' to your product by getting it noticed and making it appear more special as it is displayed the right way
- **Use signage** that promotes 'best sellers', 'new', 'special offer', etc. so these products stand out
- **Use colours** — High Street retailers also use certain colours; **RED** at 'sale' time, **GREEN** for 'new' products and **BLUE** for 'promotions'. Customers automatically look for, recognise and understand what these colours mean — they have been 'trained' by the High Street retailers. **You need to consider using these colours too**
- **Don't hide** best sellers/promotions amongst your other products. Give them a distinct/special area at the front of the stall so that they are instantly noticeable
- Make sure all products are clearly priced before they go on display or that they have a price ticket displayed alongside
- **Keep signage** with the relevant product/product range to create more impact and add value to the products
- **Too much signage** ultimately detracts from and hides the product. It also confuses the customer as there is too much information to try and absorb



Creating a good first impression with your lighting and housekeeping standards

- **Light up the stall** and angle any lighting towards the products to emphasize the products
- Keep all fixtures and products **free from dust/dirt** — poor housekeeping presents a poor quality image, which will result in products that customers will not want to buy
- **Keep the displays tidy** throughout the day and if you have a lockable stall always tidy each evening



Creating a good first impression with your appearance and attitude

- **Look smart.** Scruffy and dirty clothes are off-putting to customers and are likely to make the customer think that if the trader can't be bothered, why should they
- **Don't hide at the back of the stall** or out of sight. Whilst a customer may not want to approach a trader they want the comfort of knowing that they can if they need to
- **Try and not eat/drink** in front of the customer. Most people do not like to interrupt someone having their lunch and will therefore leave rather than ask the question that might have led to a sale
- **Look happy and interested.** This will give the customer confidence in your ability as a trader and therefore give them confidence in your products — even if it's the 2,021st time you have smiled in one day!
- **Stand up when a customer approaches**

don't remain sitting down doing other things as customers do not like to be totally ignored. If you are genuinely busy with something that you can't put to one side, at the very least acknowledge the customer and explain that if they need help they should just ask. Remaining seated when talking to a customer is disrespectful and implies that you don't consider them to be very important to you



Creating a good first impression with the customer

- **Acknowledge** the customer; this will subconsciously let them know that you consider them to be very important people
- **Be friendly but not pushy.** Ask general/safe questions to open a conversation with the customer — even if it is not related to your products. Building some rapport with the customer will ultimately encourage them to consider making a purchase
- Try and **avoid closed questions** as they are easy for a customer to nod to or ignore
- **Use open questions** that ‘force’ a customer to respond with some sort of answer — this will help to open a conversation
- **Introduce yourself** and ask the customer their name and use it as often as possible. This builds familiarity

First impressions – top tips

- 1: Regularly check that your stall looks well maintained and clean
- 2: Keep your stall, products and signage free from dust. Remove any old or damaged items
- 3: Look professional, happy and friendly. Encourage customers to approach you
- 4: Talk to your customers without being pushy. Engage them in general conversation/banter to make them feel comfortable and happy to talk to you about your products
- 5: Don't over-fill your stall with product or clutter your stall with signage
- 6: Only use signage that helps the sales process/adds to the impact of your products
- 7: Display products logically, i.e. in the way that customers are likely to shop for them
- 8: Display similar products together to allow customers to make comparisons easily
- 9: Ensure all products are priced
- 10: Give products a clear space of their own, so that they are noticeable to customers



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