Cultivating a Collaborative Culture with Vendors
Happy Vendors, Happy Market

Interactive Break-Out Session & Group Discussion

Goals:

● Identify & Troubleshoot Market Concerns That Impact Vendors
● Define Your Role as the Market Manager as it Relates to Culture
● Define the Role of your Vendors as it Relates to Market Culture
● Learn How to Communicate Your Market Culture to New & Existing Vendors.
● Learn How to Improve Your Market Culture, Starting With You
Know Your Market

Customers → VENDORS → Community → You
Maisie the Market Manager & the Crazy, Chaotic, Challenging, By-The-Seat-Of-Her-Pants Kind of Market Day
Market Challenges

Market Manager: Are You Ready?

New Vendors: Do They Know What They Don’t Know?

Market Conflict: Vendor vs. Vendor
Market Challenges

Market Conflict:
Vendor vs. Market Rules & Manager

Community Involvement:
When Politics, Religion, Government & the Market collide.

Vendor Communication:
Requesting Respectfully - It Goes Both Ways
Culture Development

Interactive Break-Out Session & Group Discussion

- Each table assigned a topic to address
- Tackle each situation from various perspectives
- Focus on Respect & Positive Results
- Communication is Key! Determine how to effectively communicate the resolution.
Vendor Communication

- Marketing, Promotion, & Social Media: Help Me Help You.
- Market layout & Stall Assignment
- Vendor Product Placement

Preferred method of communication:
- Email
- Text
- Social Media Messenger
- Snail Mail
“Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.”

- Paul Hawken
Laura Reilly
Lisa Dearden

Laura:
lreilly@salemva.gov
540-375-3039

Lisa:
chiknegg@gmail.com
804-314-9141