Sales Strategy for Farmers Market Vendors

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Featuring Barb Lamb of
the Apple Cart

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SALES STRATEGY FOR MARKET VENDORS

Barb Lamb
barb@theapplecartcompany.com
Defining your unique offering, what makes your products special?

- The words you use to describe what you do
- You are not just a farmer, specialty food vendor, baker or crafts person. Love and passion goes into everything you create, or you would not be on this zoom.
- Position yourself in your mind to attract more clients and prospects by defining your unique offering.
- Realize your values and verbalize how this connects with your products.
Your Defining Statement

- Growing Your Business – Mark LeBlanc
- Answering the question “what do you do?”
- More complex than it sounds
- The rules
  - Simple language and conversational
  - Dual focused
  - Repeatable
  - One sentence – 6 words of less
- Create a simple defining statement
What are you currently saying to potential customers?

- Are you familiar with XX
- Our products are farmed/produced in XX
- Let me know if I can help you – NO
- Suggestive selling – planting the seed to the need:
  - Our special today is…
  - Our newest product is…
  - We have an amazing recipe for you
  - It’s XX season, do you know how to prepare them
  - Our Father’s day package is…
  - You can find our products at XX
Language Development

- Your defining statement
- Core Values
- Local flair and flavor
- Suggestive selling tools
- Training of all employees
  - Ask, how do you share we do
  - Shoppers – have a fan shop your staff
  - Always take note of good and negative sales feedback from your employees – they don’t sell as well as you do
- Don’t offer up a mini buffet without speaking
The not so obvious

- Markets are why you create your passion food – to sell it and see the reactions, and get feedback
- The job is to SELL, not to eat, text, read, knit, appear uninterested in the customer
- By standing and being present, you are giving mimicking the behavior you would like to receive
- Make it easy for customers to give you their money
  - All forms of payment
  - Holding product until they exit
  - Pre-sales
Overcoming objections

- If one more person says…
  - What, you want $10 for that
  - I can make that at home for $2
  - What do you do with it?
  - Yuck, I don’t like that
- Examples
- Sales Blockers – hover all day why don’t you
- Your chatty best customers
- Advice givers – “You know what you should do?”
Your portable mini-store

- Signage
- Product display and heigh differences
- Enter into the space, or not
- Best sellers and specials
- Marketing collateral
- Collect emails – Popl
- Branded bags and swag
CROSS PROMOTE
USE HEIGHT
PACKAGING MATTERS
BRAND VOICE
Partnerships and cross-promotion

- Whose products do you LOVE?
- What products lend themselves to yours?
- How do you cross-promote?
- Bundling with other brands
- Marketing your cross-promotions
- Examples
Pre-sales online

- Money in your pockets is always better than money on the day
- Weather is your frenemy
- Drive YOUR OWN traffic to your mini-store
- Collect emails and promote on social – Popl
- Develop a content strategy plan
  - How many posts per week
  - Emails per week/month
  - Rule of 1/3
  - Compartmentalize your time
Gifting and Tourism

- Food is amazing gift, but needs to look like a GIFT
- Bundle and offer discount to buy MORE
- Holidays – always have a promotion and tie it in a bow
  - Use every holiday to your advantage, July 4, Father’s Day, National Cheese Day
- November & December – 35% or more in your sales, prepare by AUGUST
- Selling through tourism, what are they buying?
  - Gifts, specialty foods with a long shelf life, snacks to eat during their stay, be prepared to offer those out of town something amazing
  - Educate tourists on your products and local community
Wrapping it all up

- Intentionally plan and follow that path
  - Strategy plan
  - Content plan
  - PR plan
- Yes, it needs to be written down and followed
- Start with revenue goals, how do I want to grow, in what areas, and where will this money come from
- Implement the task work to reach those goals
Resources

VAFMA
By Jacqui Photography
Big Spoon
Cureate
The Apple Cart Company
Real Local
Hatch Kitchen
VASFA

Barb@theapplecartcompany.com
@applecartco
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