

HOW TO SUCCEED AT A SALES EVENT

BIG
CHALLENGE

YOUR PRODUCTS ARE ONLY AS GOOD AS THE WAY YOU SELL THEM

IS IT BEST TO SELL TO THE PEOPLE WE KNOW?

That seems easy – but it won't help you make a lot of money. You need to think of customers beyond your Year Group, your family and your street.

SHOULD WE WAIT UNTIL WE HAVE PRODUCTS BEFORE FINDING PLACES TO SELL?

You certainly don't want a stand at the Christmas Fayre or the supermarket with nothing to sell. However you definitely need to plan ahead to find sales opportunities that suit your products and your time.

WHAT WILL ENCOURAGE PEOPLE TO BUY OUR PRODUCT?

Of course you need the right thing at the right place at the right time. But people also like businesses that make them feel good, so customer skills are vital – starting with presentation, politeness, confidence and a smile!

REMEMBER TO BE PREPARED WITH THE ANSWERS

- "What does it cost? What else do you sell?" You need a price list.
- "Can I get more? How can my friends get your stuff?" Put contact details on the back, or make a business card, but don't give away your personal email or mobile.

IS IT A GOOD IDEA TO OFFER FREE SAMPLES OR SPECIAL DEALS?

Successful businesses find ways of building customer interest. You might test offers like '3 for 2' or a taster if you're selling food to see if they work - but be careful not to increase your sales whilst giving away your profit.

SHALL WE LET PEOPLE PAY LATER?

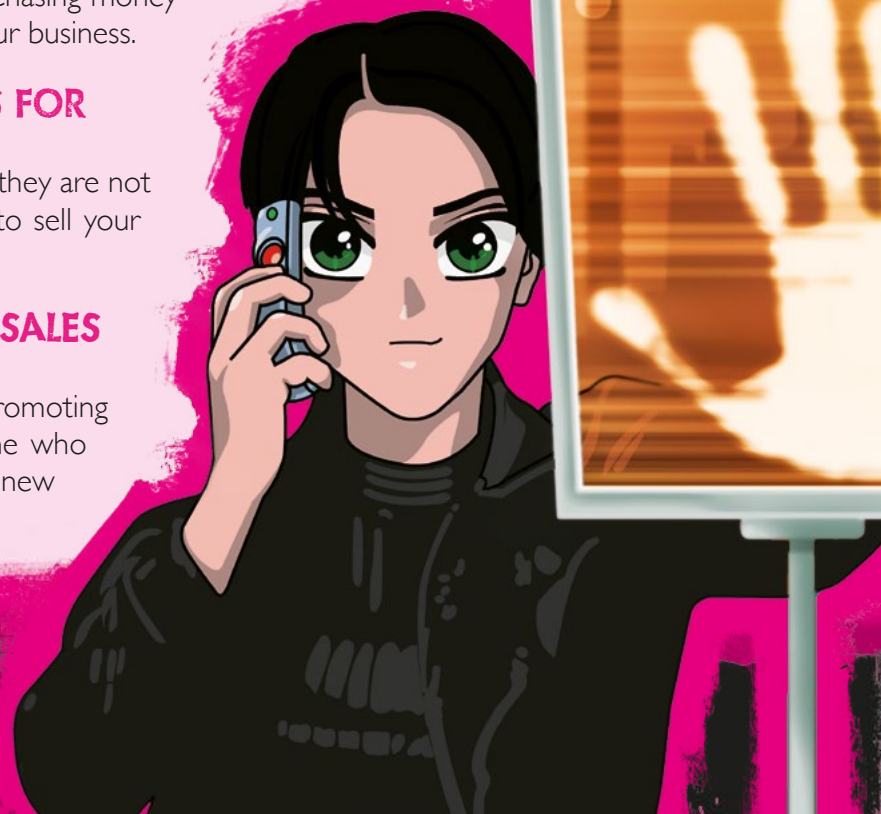
Don't! (Unless it is a person you really trust). Chasing money owed to you takes valuable time away from your business.

WHAT ABOUT LEAVING PRODUCTS FOR SOMEONE ELSE TO SELL?

Be careful! People may sound keen to help but they are not likely to put in the same effort as you would to sell your products.

REMEMBER IT'S NOT JUST ABOUT SALES - IT'S ABOUT CONTACTS

One reason for attending sales events and promoting your business is that you might meet someone who can help you – for example, open a door to new groups of customers or give you good advice.



HOW TO SUCCEED AT A SALES EVENT

Three steps to succeeding at a sales event...

STEP ONE

Plan ahead: Think about the times and locations that will work and make plans to be there – which may require help from your teachers or family.

STEP TWO

Be prepared: Make sure you have enough stock, price lists, information handouts, change and a cash box. Think how you'll make your 'stand' and your team look good. And get there in time to set up.

STEP THREE

Work hard at customer care: Have something to say and a smile for everyone - even when you're tired and you think they won't buy!

BIG CHALLENGE EXAMPLE

Here are some examples of the places where teams have successfully sold:

- Farmers Markets
- Fright Night
- Christmas Fayres
- Sheffield Continental Market
- Local sports or social clubs
- As guests of a Business Club
- Online

REMEMBER Be safe! If you think your products would sell online or that a website would help promote your business, take advice on how to do it easily and safely.