



10 Mistakes Vendors Make that Cost \$\$

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1. Not having great product shots

Lost Marketing Opportunity: High-quality product shots on the vendor application can attract potential customers before they even visit the market. Vendors miss out on showcasing their products effectively, potentially losing sales to competitors with more appealing visuals.

2. Not keeping records

Missed Sales Patterns: Without proper record-keeping, vendors may not identify popular products or track sales trends. This lack of insight hinders their ability to adjust inventory and pricing strategies, potentially resulting in lost sales and excess inventory.

3. Not being consistent

Customer Loyalty: Inconsistency in product availability or vendor presence can lead to a loss of customer loyalty. Regular customers may turn to more reliable vendors, impacting long-term sales for those who lack consistency.



4. Not doing a product audit

Unnoticed Quality Issues: Failure to conduct regular product audits may result in unnoticed quality issues. Inconsistent or subpar products can drive away customers, impacting a vendor's reputation and revenue.

5. Not engaging shoppers

Missed Sales Opportunities: Lack of engagement with shoppers means missed chances to upsell, cross-sell, or educate customers about products. Engaged vendors can build relationships with customers, increasing the likelihood of repeat business.

6. Not having clear attractive signage

Visibility and Branding: Without clear and attractive signage, vendors may go unnoticed in a crowded market. Effective signage is crucial for brand visibility, attracting attention, and helping customers easily locate and remember the vendor.



7. Not having prices clearly posted

Customer Frustration: Customers appreciate transparency. If prices are not clearly posted, shoppers may become frustrated or hesitant to make purchases, leading to lost sales. Clear pricing also builds trust between vendors and customers.

8. Not having the proper setup

Impaired Customer Experience: A poorly organized or unattractive booth setup can negatively impact the overall customer experience. Customers may overlook vendors with inadequate setups, missing out on potential sales.

9. Not getting customer feedback

Missed Improvement Opportunities: Without customer feedback, vendors miss valuable insights into customer preferences, concerns, and suggestions. This lack of information hampers their ability to adapt and improve, potentially losing business to vendors who actively seek and respond to customer feedback.



10. Not knowing how to talk about their product

Missed Sales Opportunities: Effective communication is key in influencing customer purchasing decisions. Vendors who struggle to articulate the value and uniqueness of their products may fail to capture customer interest. This lack of communication skill can result in missed sales opportunities, as customers may not fully understand or appreciate the offerings. On the other hand, vendors who can passionately and informatively discuss their products are more likely to attract and retain customers.

We want every vendor to have their best season ever at the Brooks Farmers' Market. If you would like to know more about any of the ten mistakes and how to avoid them the Brooks Farmers' Market Manager is always happy to help. Supplementary resources will be made available to Brooks Farmers' Market Vendors in their Vendor Portal.

