Selling Your Products – Level I

Tips to Attract Customers
How do you attract customers?

Ask yourself:  “How are my products different from others?”
               “What can I do to attract customers?”
Wear a name tag

- Customers can tell friends who’s selling the beautiful Russian red kale and where

- Customers are increasingly interested in knowing their farmers

Why wear a name tag?
How are your products arranged?

- Signs clearly visible
- Contrast colors
Educating your customers

Customers may need to be educated about your products

- Farmers’ Market customers
- Professional chefs
- Grocery store produce managers
Describe your products

What to include on the product sign

1. Name of product  
2. Graphic  
3. Product characteristic  
4. Product price

Long Beans

*Cook just like regular green beans*

*Rich in Vitamin A, Vitamin C, Protein and Iron*

*$1.00 per bunch*
Feature a new vegetable each week

Vegetable to Know!

DAIKON

Pickle daikon with carrots for a crispy treat

Nutritional value:
- Very high in dietary fiber
- High in magnesium
- Very high in potassium
- Very high in vitamin C

$3.00 per bunch – two for $5.00
Give them something to take home

Information – recipe cards
- Name of vegetable (English and traditional name, if possible)
- Description
- How to store the product and how soon it should be eaten
- Recipe featuring the vegetable

• Product Description and Recipe cards
Summary

- Distinguish yourself
  - Name tag
  - How is your stall/produce arranged?
- Educate your customer
  - Signs
  - Product to know
  - Recipe cards to take home
Take pride in what you grow! You’ve worked hard and are helping others to eat healthy food.
What's Next?

What ideas do you have to attract customers?
What topics would you like in future training sessions?

Thank you for your kind attention!
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