Vendor Event Do's & Don'ts

DO:

- Bring a notebook & pen for taking notes on people you meet.
- When talking with someone, make sure to get name & number
- Make a nice presentation with your booth/table – ask yourself, "would you want to stop at it?"
- Network with other vendors, sometimes they end up booking a facial & be a great customer
- Engage with customers
- May have gift sets available for sale and have a your website link easy accessible for people to place orders, right then!
- Stand when possible as it is more inviting than sitting down behind a table
- Stay for whole event…looks bad if you pack up early
- Arrive on time
- Offer a way to collect customer info – prize box, entry for drawing, etc
- Have business cards on hand to give out or make flyers to pass out
- Follow up afterwards is KEY!!! The sooner the better as customers will start to forget you
- Promote on social media that you are at the event, post pics
- Decide before event how you will display on your table. This makes set up much easier
- Bring any extras that will be needed- lint roller (for table cloth), scissors, glue dots, tape, etc
- What is your priority? Getting leads or Sales
- Be excited and show excitement to your customers! People can't believe in something if they don't think you do.
- Have fun. ☺

DON'T:

- Stay off your phone – just good etiquette to be present and engaged in event
- Don't wait until last minute to set up – be prepared and give yourself plenty of time
- Don't leave booth/table or surrounding area messy with carry containers, trash, etc. You can hide these things under table
- Don't lay all displays flat on table – use various heights so they catch people's eye. Customers need to know what you are offering
- Don't wait for customers to come to you…very few do. You need to get out, introduce yourself and ask them to enter your drawing. Some will decline but some will.
- Don't forget your calendar! If you have someone who is interested in a facial, book them right there!
- Don't forget to save receipts for any gas, vendor expenses as these are all tax write offs.