



CoLab Market is a curated outdoor arts and crafts fair open to artists, craftspeople, designers and makers at all levels of their career from student to advanced professional.


CoLab Market is offered in partnership with Roots Community Services.

## CONTACT US

CoLab Market  
1810 Dundas Street East, Mississauga, Ontario

Lamenza Corporation

(416) 303-4634 

(905) 275-2669 

#CoLabMarket 

# *How to Make Sales*

**COLAB MARKET**  
**1810 DUNDAS STREET EAST**  
**MISSISSAUGA, ONTARIO**  
**SATURDAY, MAY 7, 2022**  
**11 AM TO 5 PM**

## SELLING

### KNOW THE BASICS

Your personality makes the difference. Have a positive attitude to make connections with customers.

Be approachable. Smile, look people in the eye and you will attract more customers. Have a name tag to deepen connections with shoppers.

### START CONVERSATIONS

Engage directly with the customers. Say hello to people as they walk by. Greet all shoppers, and start conversations.

Ask how they're enjoying the market so customers feel like they're part of the community. Try finding something you have in common with each customer.

### BUILD RELATIONSHIPS

At a community market, vendors can and should support each other. Get to know the other vendors around your booth.

Find opportunities to refer shoppers to other vendors so you can build relationships.

**Avoid common pitfalls, such as talking on your phone or chatting with your staff, ignoring people as they pass by.**

**Limit your personal conversations so shoppers remain your focus.**

**Avoid having your back facing customers.**

**Avoid sitting on a chair. Stand as much as possible so wear comfortable shoes.**

**Take short breaks but otherwise stay in your booth so you don't miss a sale.**



## HOW TO CLOSE A SALE

Be ready to accept payment. Most vendors use a portable device to accept credit card payments.

Bring change for cash sales and a way to store it like a cash box or envelope.

Have enough inventory to keep selling until the end of the market.

Even if you run out of inventory, keep your booth open until market closing time.

