

Vendor Tips for Successful Sales

Get ready to make the most of your booth at the Holiday Celebration & Marketplace! Whether you're a seasoned exhibitor or new to selling direct to customers, these quick tips can help you maximize your impact and sales.

1 Offer multiple payment options.

Make it easy for shoppers to say "yes"! Accepting credit cards, Apple Pay, Venmo, or Zelle ensures you don't lose a sale to a cash-only setup.

2 Plan for shipping or delivery.

Many attendees may be visiting from out of town or shopping for gifts. Consider offering flat-rate shipping, local delivery, or easy-to-pack items to increase your appeal.

3 Create holiday-themed bundles or gift sets.

Shoppers love ready-to-gift options, especially around the holidays! Small, themed bundles can increase your average sale value.

4 Make your booth festive and inviting.

Use simple holiday décor, signage, or twinkle lights to attract attention. A warm, cheerful setup helps draw customers in and creates a memorable experience.

5 Bring plenty of marketing materials.

Have business cards, QR codes, or postcards handy so customers can find you again online or after the event. A follow-up connection can turn a one-time sale into a loyal customer.

6 Engage with every visitor.

Even a friendly greeting goes a long way! People are more likely to buy from someone who takes the time to chat, answer questions, or share the story behind their product.

7 Offer a small incentive.

A discount for multiple purchases, a freebie, or even a giveaway entry can encourage shoppers to buy on the spot.

8 Be ready for all kinds of shoppers.

From curious browsers to last-minute gift hunters, have a variety of price points and easy "grab-and-go" items to suit everyone.

9 Leverage social media.

Post before and during the event! Tag the #WRMSDC and use event hashtag #HolidayCelebration so attendees can find your booth—and you can reach new audiences online. And encourage attendees to follow your social media accounts so they can find you again in the future!

10 Stock up and stay positive.

Bring more inventory than you think you'll need. And remember, holiday shoppers are there to enjoy themselves. A positive, enthusiastic attitude can be your best sales tool!

