

## Tips for Becoming a Successful Simple Treasures Vendor

### \*\*\*NEW NEW NEW!!!\*\*\*

Always have something new! Ever hear the saying, “If you’re standing still, you might as well be moving backwards.” ???

Whether it’s a new product, a new display, or a new concept, customers love to find things that are new and unique!!

#### **That’s why they keep coming back!**

\*Keep the things that are selling well, and rotate out those that are not. **Always keep updating. Never get complacent with the status quo.**

### \*\*\*Keep up with the latest trends

\*Boutique items go in and out all of the time. Shop around and be watching for those trends. Pinterest is a great resource for what’s hot.

\*Many successful vendors will play on movies, or sayings from the what’s hot in the media currently. For example, a lot of things at the 2015 spring shows used Cinderella’s “Have Courage and Be Kind”. In 2013/14, anything “Frozen” was selling like crazy.

\*For Sayings/Phrases that are used on a lot of items, **keep them updated**. There are some that have been around for a long time and are overused and eventually quit selling. Always keep new sayings. Again, keep what’s selling well, and rotate out the ones that are not.

\*The last thing you want to do is copy another vendor’s product. Every vendor works hard to keep coming up with new ideas. It’s very frustrating to be copied, as well as it’s not very good vendor etiquette.

\*Know your audience. Do we have cowboys, a large Mormon crowd, an art lover crowd, lots of children, men, women etc.. Gear your products toward the tastes of your current audience at every show.

\*Be aware that some items may saturate the market. For example, if it’s a single product that sells well. Things may sell like crazy now, but may get to a point a year or so down the road that sales will drop because everyone already has one. Be aware of that and be prepared to groom another new product into the mix **before** that one is on its way out. That’s another reason it’s great to have a variety of products, rather than just one depending on circumstances.

\*\*\***Don’t overprice**. If an item is overpriced, chances are, it won’t sell.

\***Do some homework** 😊 Attend other shows. Shop around and find where your product pricing should fit in with the current market.

\*Sometimes it’s wise to **price things lower and sell higher quantities**, than to get the asking price and only sell one or two. Think in terms of long term overall sales. There’s a balance in figuring out where the right price is for the product because underpricing can hurt the bottom line too.

\***Have a nice wide price range of items**. Balance out the higher priced items, with other lower priced items. Newer shows it is wise to have more lower priced items. Established shows like our Farmington ones will sometimes go the other way and sell more high end items. Just keep in mind that **lower priced items almost ALWAYS sell well**, and higher priced items **sometimes** sell well. It’s good to have a good balance/variety so that when the higher end items don’t do well, the lower end items compensate and vice versa.

\*One tip for pricing at Simple Treasures with our computer system is to have prices ending on uncommon numbers. Everyone prices their items ending on .99 or .00, or .95. If things are priced at maybe .97 or .94 etc, it can become something that the cashiers recognize as a product from your booth and there’s a little less chance for human error. If I ever have to search for a missing item, I know to look for prices ending in those numbers. Some vendors even inventory according to price because the report comes out listed low to high by the prices of the items sold.

Our goal is for all of our Vendors to have a successful experience at Simple Treasures!

If you have any tips to add, we would love to hear them!