

Craft Show Do's and Don'ts

- DO greet your customer. Make eye contact, smile, and say hello. The person you greet might be buying your next meal.
- DO NOT read a book, play with your computer, or continue a conversation with a friend when a customer appears.
- DO initiate conversation. It could be something as simple as, "Are you enjoying the show" or "Where are you from?"
- DO NOT say "May I help you"? That question often irritates customers. They'll usually answer no and walk away.
- DO encourage sales. Talk to your customer and tell them something about yourself and your work. If you think a customer is interested in something specific, tell them something about it. The easiest way to identify what a customer likes is to watch what they pick up. Most people will touch something if they like it. Some artisans take advantage of this tendency by placing price stickers on the bottom of each piece so they can see what a customer picks up.
- DO NOT just stand or sit waiting for a customer to ask to buy something. It makes you look uncaring and indifferent. If you're not enthusiastic enough about your work to be anxious to talk about, why would anybody be enthusiastic enough to want to buy it?
- DO be patient – no matter how painfully difficult it is. Remember that the source of your impatience might be the source of your income.
- DO NOT be curt, rude, or abrupt – no matter how much you would like to be. Even if this individual isn't a potential customer, they may very well bring back someone to you that is.