WELCOME!

Winning “Customers” & Influencing “Buyers”
Kathleen Rose

RoseOrchards
WillaBella Farm

Washington State Farmers Market Association
AGENDA

Customer Engagement “Win Friends”
Sales Techniques
Features vs Benefits
Active vs Passive Selling
Value Proposition
Marketing & Branding
Interactive Exercise!
Helpful Resources
CUSTOMER ENGAGEMENT

• Profile of a FM Shopper

• Seven Second Impression

• Ask Questions

• Identify a NEED

• Use Grandpa!
**FEATURE vs BENEFIT?**

**Definition “FEATURE”:**
Statements that describe characteristics of a product or service. Not effective in selling the product.

*Example – Color, Texture, Size, Cost, Taste*

**Definition “BENEFIT”:**
Statements that describe how a product or service meets an need. More powerful & strongly related to selling. Consultative

*Example – High in Fiber, Omega3, softens skin, Raw Unheated, etc..*
ACTIVE VS PASSIVE SELLING

• Engage & Sample

• Props & Display

• Recipes & Added Value

• Bundle & Cross Promote
WHAT IS YOUR: *Value Proposition*

*Setting Goals

*Educate, Build, Recruit, “Advance”

An “ADVANCE” occurs when a buyer agrees to future action that moves the sale toward a decision = GOAL!

* Ask for the sale!
MARKETING & BRANDING

• Influence Buyers
• Create a Brand
• Tell your story!
• The “HOOK”

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Purdy Organics is the only Pickle Company in the state of Washington that is Certified Organic!

Sis started her pickle company in 2011 at a community kitchen in Bremerton, but that proved to be difficult for the commute time. In 2012, Sis partnered with her daughter, Tracy who had just graduated from PLU in Tacoma to create Purdy Organics! They then moved their pickling operation to their home town of Gig Harbor. The business venture started slow, as there were a number of regulatory hoops in getting the product licensed. With all of the “pickle paperwork” properly completed, they began to sell their line of products at farmers markets and local stores. They now make their pickles in a certified organic kitchen, using only quality produce from Washington organic farmers!

Sis can be found in the kitchen most days of the week working side by side with her daughter as they handcraft and personally fill each and every jar! Did you know that eating pickled veggies can help increase the good bacteria in your body? Come visit the Purdy Organics booth at the new Waterfront Farmers Market and try some for yourself!
Kristin Day “The London Maid” has been baking Crumpets for years. She has baked and sold Crumpets throughout Seattle and New York, delivering crumpets to markets and Specialty Food Stores and now Delivers Guaranteed Fresh Crumpets to your Door!

London Maid Crumpets was featured in the New York Times by “Re-Living the Romance of the Crumpet.” Using the Finest of Flours, Crumpets are distinctively different with only Four Ingredients, using no Sugar, Eggs, Butter, Milk or Fats and contain only 100 calories per Crumpet. Some Consider the Crumpet to be a great addition to a Vegan Diet!

Good Crumpets are hard to find. If you "Follow the London Maid", your Crumpet Experience will become ADDICTIVE. Celebrate with the London Maid by hosting a Crumpet party with all those Sweet and Savory Toppings. For the first time, Gig Harbor residents will have access to Kristin’s wonderful Crumpets at Skansie Brothers Park opening June 4th!
**Bill Fold Family Farm** is a small family farm located on the Key Peninsula in Gig Harbor. The farm raises pigs, goats, poultry, and vegetables along with handcrafted goat’s milk soap. We provide our hogs with woods and fields to root through and enjoy. While the pens are much larger than confinement operations, we still relocate them frequently to have fresh land to explore. In addition to balanced hog feed, they get fresh produce and milk to augment their diet. **We never use hormones or antibiotics!**

This will be the first time our pasture raised pork will be available to the Central Gig Harbor Community!

Our poultry free range by day and are secured in a hen yard by night. While not certified organic, we engage in organically safe farm practices for both our produce and livestock. Our vegetables are grown from certified, non GMO organic seed and are grown without commercial pesticides or fertilizers. **Looking forward to seeing you on Opening Day!**
RoseOrchards is a 100 year old homestead located in Gig Harbor. The farm focuses on Outreach & Education while growing a wide variety of fruits & vegetables for the community through the FreshFoodRevolution Co-op. Our signature crop is the rare Vashon Violet fig! We are environmental stewards and only grow using organic, sustainable methods. We never use herbicides, pesticides, or weed and feeds of any kind. All garden waste is composted or fed to our animals. We believe in bio-diversified farming by raising companion plants, honey & mason bees, and make our own compost using animal waste & red worm castings. We believe in caring for mother earth, sharing knowledge and supporting a local healthy food system for all!
PRACTICAL TIPS = INCREASED SALES

• Eye Contact, ENGAGE
• Ask QUESTIONS, Identify NEED
• Lead with ADDED VALUE
• Focus on BENEFITS
• Find your VALUE PROPOSITION
• Set GOALS
• Create a BIO
• Develop a HOOK
• Cross PROMOTE
• ADVANCE the Sale!

Washington State Farmers Market Association
RESOURCES:

http://www.wafarmersmarkets.com/
farmersmarketcoalition.org/...Searching-Core-Shoppers_webinar_Resources_1.15.2014.pdf
http://agr.wa.gov/Marketing/SmallFarm/
http://smallfarms.wsu.edu/about/team.html
www.freelogoservices.com
https://www.score.org
www.uvm.edu/extension/community/farmersmktdisplayfactsheet.pdf
THANK YOU!

Q&A