

ST PETERSBURG SATURDAY MORNING MARKET - VENDOR SELF ASSESSMENT

- This is a model that describes the characteristics of an effective vendor at Saturday Market
- Focus first on making improvements on areas where you think you rate less than ‘Good’.
- Some characteristics may be more relevant for a particular vendor or product type.

Category	1 - Weak	2	3 - Good	4	5 – Excellent (In addition to ‘good’ activities)
Product Originality, range, and quality of products.	<ul style="list-style-type: none"> ▪ Limited range of products ▪ Product is not particularly well made. ▪ Product is not very unique. Can be found in other venues/ stores. 		<ul style="list-style-type: none"> ▪ Reasonable range of products (given the product type). ▪ Good product design and workmanship. 		<ul style="list-style-type: none"> ▪ Product type is highly unique, and typically is not available elsewhere. ▪ Product design and/or execution is very strong.
Booth Design Overall layout and impact of the booth	<ul style="list-style-type: none"> ▪ Tent feels small, low, cheap, or dark. ▪ Booth appears cluttered or incoherently organized. ▪ Lack of care to detail in setup (uneven table cloths, visible storage, etc). ▪ Table covers appear cheap, dirty, poor color, wrinkled or misaligned on table. ▪ Poor coordination in color scheme, or colors are a poor match to product. 		<ul style="list-style-type: none"> ▪ Presentation looks coherent & interesting. ▪ Tent is hi quality EZ-Up style tent. ▪ Good use of side panels to define booth space, or provide a visual backstop. ▪ Booth layout provides good view of product and easy access. ▪ Table covers are clean, attractive & neatly placed. They cover table to the ground. ▪ Booth kept clean & attractive through the day. 		<ul style="list-style-type: none"> ▪ Booth appearance is striking & attractive ▪ Excellent use of color to maximize product impact. ▪ Table covers significantly enhance appearance (color, texture, pattern). ▪ Decorations provide great impact (flowers, curtains, greenery, rug, etc). ▪ The booth side walls complement the product or display.
Product Display Methods of displaying the products within the booth	<ul style="list-style-type: none"> ▪ Little/ no use of display accessories. ▪ Most products lie flat on table. ▪ Poor or limited use of colors. ▪ Display looks sparse, crowded or disjointed. ▪ No side panels or hanging elements. ▪ Vendor’s spare inventory or supplies are visible or cluttered. 		<ul style="list-style-type: none"> ▪ Products can be easily seen. ▪ Display accessories are matched well to the type of product. ▪ Food products examples are well displayed. ▪ Color is used well to attract attention. ▪ Product’s packaging enhances the product. ▪ Decorative items enhance the overall display. 		<ul style="list-style-type: none"> ▪ Product display may make use of custom or unusual display elements. ▪ Lots of verticality of display makes for easy view of the product. ▪ Booth is laid out in a creative manner that maximizes product display. ▪ Food vendors use samples to attract customers. ▪ Packaging is <u>very</u> unique and/or attractive
Signage Style, range and impact of signs	<ul style="list-style-type: none"> ▪ No banner (or large signage) that indicates what is sold. ▪ Very few or no signs. ▪ Signage is small, difficult to read, or is too low (below waist level). ▪ Signs are poorly designed, loud colors, or are not well written. ▪ No/poor use of graphics on signs. ▪ Packaged food lacks ingredient labels. ▪ Prices are hard to find or non-existent. 		<ul style="list-style-type: none"> ▪ Banner is informative. Sets tone for the booth. ▪ Logos and sign color blend well with booth. ▪ Key signs can be easily read from 6+ feet away. They are at waist level or above. ▪ Signs are well written. Answer the most common questions about the product ▪ Prices are clearly identifiable. ▪ Individual products are appropriately marked. 		<ul style="list-style-type: none"> ▪ Banner is eye catching & very impactful. ▪ Sign messaging is creative and catchy. ▪ Signs tell a story about what is unique about the product and/or vendor. ▪ Signs and graphics have a very professional appearance ▪ Uses ‘show special’ prices, or multiple purchase discounts.

Category	1 - Weak	2	3 - Good	4	5 – Excellent (In addition to ‘good’ activities)
<p>Customer Service Style, friendliness and impact of customer interactions</p>	<ul style="list-style-type: none"> ▪ Vendor is passive or distant in staffing their booth. ▪ Rarely smiles or initiates conversation with customers. ▪ Seems pushy without being friendly. ▪ Looks distracted or disinterested. ▪ Rarely wears nametag. ▪ Wears sloppy or dirty clothing. Not well groomed. 		<ul style="list-style-type: none"> ▪ Vendor appears to be easily accessible. ▪ Provides clear answers to common customer questions. ▪ Smiling and warm in interaction. ▪ Clean and neat appearance. ▪ All employees regularly wear nametags 		<ul style="list-style-type: none"> ▪ Vendor actively greets customers (in close proximity) in friendly banter. ▪ Is extremely informative and engaging in responding to customer questions. ▪ Is engaging, without being pushy. ▪ Initiates conversations with customers about their experiences at Market. ▪ Their clothing reflects their products or booth design (color, style, theme). ▪ Learns & uses names of frequent customers.
<p>Market Orientation Supports the values, operations and growth of the Sat Market</p>	<ul style="list-style-type: none"> ▪ Doesn’t read or consistently adhere to market Operational Guidelines (e.g. late payments, uncommunicated no-show, late arrivals, etc) ▪ Very limited interaction with other vendors. ▪ Can tend to be confrontational or rude with other vendors or staff. ▪ Makes lots of unusual or difficult requests. ▪ Treats relationship with Market as oppositional or annoying. 		<ul style="list-style-type: none"> ▪ Brings a friendly & cooperative spirit to their participation. ▪ Is cooperative and helpful with other vendors. ▪ Keeps track of their payment status, and makes timely payments. ▪ Stays current on market guidelines, and observes them (e.g. doesn’t block aisles when setting up/ breakdown, takes garbage home, cleans booth footprint before leaving, etc) ▪ Makes requests as needed about schedule changes, location needs, etc. ▪ Communicates by email in a timely manner. ▪ Is responsive to requests from market staff. 		<ul style="list-style-type: none"> ▪ Actively initiates meeting other vendors, and welcoming new vendors. ▪ Makes recommendations to customers about other vendors at market. ▪ Actively shares about the Market to others during the week. ▪ Distributes market literature when vending at other venues. ▪ Informs market staff of potential/ actual issues that occur at market ▪ Attempts to attend vendor dinners.
<p>Continuous Improvement Extent to which product or display is regularly enhanced</p>	<ul style="list-style-type: none"> ▪ Rarely makes changes to products or booth. ▪ Doesn’t seem interested in exploring improvements. ▪ Makes changes but they are rarely effective improvements. 		<ul style="list-style-type: none"> ▪ Occasionally makes changes to products, booth setup or signs. 		<ul style="list-style-type: none"> ▪ Takes creative or new directions in their products or marketing. ▪ Continually experiments with making incremental enhancements to their setup ▪ Seeks out ideas from other strong vendors or market management