



The Social Business Toolbox

5) 12 Tips for selling local

By Kevin Jebson of Jazz Marketing Limited

Everyone can do something that will improve their business performance. Obviously selling is important and remember the more you try to sell the more you will sell!!!

1. Join your local regional food group and other local organisations such as food hubs
2. The more information the better: prices are the bare minimum-Customers love signs and explanations. A brochure with cuts and prices is particularly helpful for meat, poultry, and cheese producers, especially when your prices and cuts are steady throughout the season. Recipes are the indispensable hand-out
3. Charge what its worth. Is it superior, rare, organic? You can compete on price. Package items together, such as vegetable stew packs
4. Prepare, Prepare, Prepare: As with most things in business, preparation is vital for success. This must include knowing your products, prices and services in detail, and those of your competitors. Also preparation should include gathering the 'selling tools' you are going to use ...the brochures, samples, testimonials that you will use in order to convince the customer to buy.
5. Eat your own food: Give customers personal opinions, talk to them, be interested in them. What better advert can there be?
6. If you have a web site, ensure you promote it on all your packaging and marketing materials
7. Quality is the key to sales success, Ensure you have something to sell in every season.
8. Don't put all your eggs in one basket, sell a variety of Products
9. Don't be afraid of competition, it is good and will keep you on your toes
10. Do food demonstrations to show consumers what they can do with your products. Give samples: people like to taste before buying. Suggest ideas: especially when it's unfamiliar or in surplus
11. Have photos of your Farm, crops & animals: people are interested in you and your products; you will be surprised how much this can increase your sales activity.
12. Perfect your marketing style, use promotions as and when necessary and use every PR opportunity you can, contact local radio stations, write articles for local newspapers, use church and community magazines.

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