

Ideas on Increasing Your Booth/Showcase Profits



If you are a new vendor or just in a rut, find some tips and tricks that can help you increase your booth's profits.

Become a Better Buyer

Listen and Learn from your customers—connect with their needs and wants!

Create an Inviting Display for your Merchandise

Create a stunning display that will engage a potential customer's imagination. They want to imagine how the item will look displayed in their home or worn with an outfit. Don't crowd your merchandise. Keep your booth pristine, neat, clean, and orderly.

Understand Customer Psychology

According to the website ***Antique Startup***, antique booth shoppers will typically walk past the front of your booth and scan it with their eyes before deciding to push forward.

First, they will look straight ahead, then to the right, and then to the left. All the while, they will keep their gaze at eye level. These areas are your hot zones and showcase your best items at eye level.



Price Appropriately and Reduce Routinely

Is your booth suffering from less and less sales? If so, ask yourself, “Are my items priced reasonably?”

Moving items out and making money is better than keeping items that never sell in your booth. Keep in mind—you are running a store, not a museum.

Think about adhering to a regular schedule of price reductions so that you can move items more quickly.

Restock Regularly

The adage that it’s much easier to keep customers coming back rather than find new ones all the time is accurate. This adage also applies to booth/showcase vendors and multiple-dealer antique centers like Early Owego.

How can a booth vendor help with this?

Bring in new merchandise regularly. Refresh your booth by moving items around or regrouping items together in a different place or style. When your booth looks refreshed, restocked, and clean, it invites customers to browse the merchandise. Any repeat customers who bought from you will be interested to see what you have NOW!

If items are not selling for whatever reason, switch them out and bring them back again later--especially important with seasonal items.

Every vendor should restock and refresh as often as possible because this helps all vendors at Early Owego!



Create Signage that Speaks to your Customer

Your booth sign is one thing that showcases your personality and what might be in your booth, but creating signs or putting additional information on your price tags or near a group of items on a shelf could make all the difference in a new sale. Here are some ideas:

- Vintage circa 1940s from my grandmother's jewelry box.
- Door knobs from the old Ford Hotel in downtown Pittsburgh
- 1920's Wood Cabinet used in Country Homes to Cool Pies

Also, in resale, calling out the condition of items on the tag might be a selling point as well:

- Tested and works like a dream!
- As is—scratch on the bottom right leg

If you have been picking and reselling for a while and have other ideas on increasing sales, send us tips to communications@earlyowego.com.