

Early Owego Cashier Notes: Your Guide to Smooth Transactions

Early Owego cashiers were recently asked for some of their tips for dealers on how to make the purchase process for customers easier. Here are some of their ideas to keep in mind when you are working on your booth or showcase in the future.



Pricing & Labeling

Individual Item Pricing:

- Each treasure deserves its own price tag! A price sticker (with Dealer Code & Price) is **REQUIRED** on each individual item (includes showcase items).
- If you use a basket, bowl, or other container for smaller items, please make sure that each small item has a price tag with Vendor ID and description and not just an overall price for all the items in the container. When this happens, the clerks have no idea which booth the item came from, the price, etc. Frustrating for customers and time consuming for the clerks to retrace steps back to the booth.
- Don't forget to include individual pricing in your showcases too.



Labeling Magic:

Dark surfaces: For dark surfaces like album covers, ditch the pencil and opt for a separate tag tucked inside or use clear plastic sleeves with sticker tags. Remember, some collectors treasure the cover itself, so avoid sticking anything directly on it.

No on Sticky Labels: Sticky labels can be tricky on delicate surfaces like paper, frames, or glassware. Instead, try attaching tags to the back of the item or areas without paint, or use easily removable string tags.

Window Wonderland: Sunlight can fade price tags, so check them regularly if you have a booth with a window. Revising those tags will help avoid any delays for customers.

Descriptions Matter: Include a brief description of each item on your price tag. This helps prevent any mix-ups and ensures the tag matches the item it describes. Unfortunately sometimes, unscrupulous people may try to switch price tags, so the description is what helps us ensure it matches the item in hand.



Set It Straight: Selling items in pairs or sets? Clearly mark each piece with a separate tag. For example, label salt and pepper shakers "1 of 2" and "2 of 2," with the price on just one tag. This helps us quickly reunite the pair for happy customers. Same for a stack of plates or bowls, each needs to be marked (1 of 2, 2 of 2, etc.)

Recent Example: A customer brought a dish forward that had a price and dealer ID, but was not marked 1 of 2. The cashier did not know that the two items should be sold together. Later, the dealer found the other dish (the 2 of 2) in the booth, which said it went with the first dish. Basically, the set was no more, and the customer ended up paying for two items and only received one. If the first dish had 1 of 2 marked on the tag, the cashier would have known about looking for the second dish and then the set would have stayed together.



Sale Savvy

Having a booth or showcase sale?: Provide our friendly staff at the front counter with specifics so they know the details, and then your customers get the discounts they see advertised in your booth or showcase.



Presentation Perfection

Vintage Vibes: Ensure all vintage clothing you offer is clean and stain-free. (Antique clothing, of course, has its own unique charm!)

Furniture Tetris: We understand the desire to showcase everything, but please avoid overloading furniture with other items for sale. Remember, we need to be able to load and unload purchases easily and safely.

Flooring Flair: Keep everyone safe by securely fastening any rugs or floor coverings in your booth, especially near the entrance, to avoid trip hazards.

Keep it Clean: Every dealer is responsible for cleaning, rearranging, and showcasing their items at least on a monthly basis. If you are crushing it with sales, more often is better. Keeping the booth dusted and swept will give the customer a great experience in your booth and they'll want to see what you have curated on their next visit to Early Owego.

We hope you enjoyed these tips. Our goal is to provide a fantastic shopping experience for every customer and of course, for our dealers and the store to be an ongoing success.

Thank you to all the Early Owego cashiers who contributed ideas for this article!

*If you have merchandizing tips (how to display items in your booth or showcase), please send them to annette@earlyowego.com for the next edition of **Dealer Notes**.*