

# Sell More! Farmers Market Workshop

*at-market search for best practices*

A unique opportunity for market managers and vendors to share best practices for merchandising, product mix and display, signage, customer service, etc.

Participants will visit area markets for a “live” search to identify exceptional selling techniques.

The field trip schedule includes (participants will choose from the following):

- *West Asheville Tailgate Market – Tuesday afternoon, June 28, 2011*
- *Haywood’s Historic Farmers Market – Wednesday morning, June 29, 2011*
- *Montford Farmers Market – Wednesday afternoon, June 29, 2011*
- *Asheville City Market - South – Wednesday afternoon, June 29, 2011*
- *North Asheville Tailgate Market – Saturday morning, July 2, 2011*
- *Asheville City Market – Saturday morning, July 2, 2011*

*Attend a pre-field trip orientation on Monday, June 27 at the ASAP meeting room from 1-2:30pm.*

*To register, EMAIL YOUR CONTACT INFORMATION to [mike@asapconnections.org](mailto:mike@asapconnections.org)*

**REGISTER EARLY – enrollment is limited. Email today to secure a space.**

*Call Mike McCreary at 828-348-0340 anytime with questions.*

**Contact Information - to be included in your registration email to: [mike@asapconnections.org](mailto:mike@asapconnections.org)**

Name / Position: \_\_\_\_\_

Farm, Organization, or Market Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

County: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## **Presentation stipend**

**Qualified participants may apply for a \$75 stipend.** Funding, as available, requires that participants a) be actively involved in a farmers market and b) “present” Sell More! best practices assessments in writing or by email at the conclusion of the market visits. Details of this arrangement will be confirmed at the orientation meeting.

## **Important note**

There is **no registration fee** for this workshop. Participants **must register in advance by email.** For questions or to register, email Mike McCreary: [mike@asapconnections.org](mailto:mike@asapconnections.org)