

Checklist: Are you ready to sell?

University of Missouri Extension

Being prepared to sell is essential. You should have the basics covered before you open for business or make a sales call.

- **Product quality**

Is your product fresh, clean and ready for sale? Are samples prepared?

- **Price**

Is your product priced fairly and competitively? Is your price list accurate and up-to-date?

- **Display**

Is your display neat, accessible and attractive? Are prices clearly marked? Is the name of your farm displayed on boxes, banners or signs?

- **Supplies**

Do you have plenty of shopping bags. Do you have enough cash to make change? Is your scale in good working order? Are farm pamphlets and recipes available?

- **Personal appearance**

Are you clean, neat, well dressed and well groomed?

- **Attitude**

Are you proud of your products and what you do for a living?

- **Service**

Are you ready to be personable and helpful? Do you have a plan for handling complaints? Do you have a good invoice system?

- **Gratitude**

Are you thankful for your customers and the opportunity to serve them?