

# 10 STEPS TO BE successful at the Brass Armadillo



- **01. Work Your Space Often**

When you sell items from your space, that creates empty areas that need attention. When dealers work their space often, it looks fresh and ready for new customers.

Your positive outlook will set the tone for your space. Talk to customers as they shop. Your great attitude is contagious! Love your space, not your items.
- **02. Have Fun & Love Your Space**

Make it easy for shoppers to see the price of an item. For higher shelves, try to affix the price tag so it is visible. Sell the sizzle with the steak. You can share information about an item that would appeal to shoppers.
- **03. Have visible price tags**

You need to appeal to both guy and girl shoppers. Have someone for everyone to look at. Maybe a shopper is looking for a \$10 gift or a \$100 item.
- **04. Variety of items at variety of prices**

Design your space to appeal to shoppers. Don't overcrowd. Spaces with too much inventory tend to make it difficult for customers to focus on your items.
- **05. Layout & Design of your space**

Be aware of the Mall's calendar. Know when the mall is having events. Prepare additional inventory.
- **06. Mall Events Calendar**

Remember, you really make your money when you buy an item to sell. Customers will make offers. Never be offended by an offer. The best time to sell an item is when someone is interested in it.
- **07. Discounting & Offers**

Tell everybody! Use social media to share information about your space. Use small business cards that direct people to your space.
- **08. Advertise Yourself**

New dealers are like oxygen. Dealers around you help to augment your sales. They keep customers shopping longer. The more customers we appeal to, the better the shopping experience.
- **09. Rejoice New Dealers**

Be prepared. Create a plan, then execute it. How much inventory should I have? What type of inventory should I have? How do I bring it in? How am I going to display it?
- **10. Treat this as a business**

The Brass Armadillo has many more dealer tips available. Your New Dealer packet will have info.