



Vendor Show Guide

You've scored your very first Ruby Ribbon booth at a Vendor Show! What an amazing opportunity to meet new customers and grow your sales! Congrats! Below are a few helpful tips and words to use to maximize the event. Keep in mind, this is your event. All of the ideas in this guide are optional. The key to a successful event is to be engaging and have FUN!

Helpful items to have at a Vendor Show:

- Measuring Tape	- Table Cloth	- Garment Rack & Hangers
- Pop up Tent	- Mirror	- Ruby Ribbon Product for try on's
- Pens	- Petals/Posies	- Ruby Ribbon Signage

Optional Items (If you can go digital, it will save you time!)

- Tickets/Slips of paper for drawing (QR Code to eliminate paper option)
- Computer for orders/website (eliminates paper order)
- Business Cards/Info Index Cards (Digital Options)
- Look Books (Link to Look Book Optional)
- Cash & Carry items (optional)

Pro Tips for your In Person Vendor Event:

- Have your information available for all customers to take to shop on your website. You will want your name, phone number, Website information to shop, and info to join your VIP group. They need to walk away with information on how to shop with you.
 - Business cards or index info cards printed.
 - Print your information out on a sheet of paper.
 - Digital business card you can text (Bonus! When you text them, you have their phone number already for follow up. Be sure to save their name with their number.)
- If you are just getting started, you may not have a lot of product on hand just yet. Here is an idea to get a few key pieces on your rack for customer try-ons:
 - Stick with essentials. You need to fit her. Get her in a Cami, see how it fits, and go from there.
 - Have our most popular sizes on hand for try-ons. Pick an essential such as the Lace or Original and have sizes 36, 38, 40, 42 available to try on.

- Remember - If the 36 is too big, she'll need a 34. If the 42 is too small, she'll need a 44.
 - There are many ways to build your rack for customer try-on's! Connect with your upline to brainstorm what will work best for you!
- You can have lookbooks, but only offer them to serious customers (Lookbooks cost \$.) Digital lookbooks are free! Save the link to your phone.
- You will want to collect customer information if they are open to it. Easy ways to collect info:
 - A drawing for a gift card (\$20, \$50, you choose) or something free.
 - Collect customer measurements
 - Send Digital lookbook or business card (Now you have their phone #)
 - QR Code for Customers to scan. This will send them your contact info, ask them to enter their contact info, and enter them into your drawing (If you have one. Google this topic to learn more.)
 - Going digital saves you time collecting information!
- Use information collected to follow up with customers. (Use words that work below.)
- Talk with other vendors, especially before and after the show. Open your booth early/stay late to sell to other vendors. Do NOT trade order for order. They NEED Ruby Ribbon and YOU! You probably don't need another candle! ;)
- Put 8 ½ x 11 papers in the toilet stalls with before and after pics and your booth number. "Do you hate the bra you're wearing right now? We're braFREE over at booth xxxx and you can be too! Come and see us!"
- Take a computer or tablet with you. Create an account for them, enter orders on the Ruby Ribbon website. This way there is less chance for typos, rejected credit cards, and easier and more secure than paper orders!

At the Vendor Show - Words that Work:

Starting a conversation with people to your booth:

"Have you heard about Ruby Ribbon?"

"I am not wearing a bra!"

CAMI FLASH! - Have fun. Be engaging. Don't sit down.

Talking to them about Ruby Ribbon:

Give a quick FAQ--(have a black lace cami in your hand...) "I know you're skeptical--I was too! Most ladies have the same questions: No, they're not hot. They're moisture-wicking. No, they don't roll--look at this awesome gripper. Yes, they lift as good or better than a bra! Look at me--I'm not wearing a bra!"

Getting them to try it on:

"I can tell you are intrigued! Would you like to pop into the tent and try one on?"

"Seeing is believing! Check out these before and after pics--I'll bet yours will be just as good! Do you want to try one on?" (silence....STOP TALKING!) "Let's take your before pic!"

If they don't want to try it on:

"I totally understand wanting to check out everything online, why don't we get your measurements so that you have the correct fit information when ordering online."

- Have them scan your QR code and text you so that you have their info for followup.
- Write their recommendations on a biz card to send with them. (Make sure you write them down too.)

Check on them when they're trying on:

"How's it going?"

"Let me know when you have it on so I can check the fit"

"I can't wait to see how it looks!"

"What questions do you have?"

Enter the changing room with permission to adjust and chat about fit. If it's the right size, have her put her top back on and come out to take after pics, show friends, etc.

"OK, go ahead and get changed and I'll put up the colors that are available in this style and others that will work well for you."

They come out of the tent and love it:

"I can tell you love it! Here is what 's available in this style...keep in mind that these are hard-working cami's who need a day to rest between wears. When you buy 2 to rotate, you'll get free shipping. When you buy 3, you'll never have to put your bra on again!!"

"What would you like to do? OR What do you think?"

Your fortune is in the follow up after the Vendor Show - Words that work:

Following up with customers who placed an order:

"Hi Betty! It was so great to meet you at the Holiday Market this past weekend! I am so excited for you to receive your order! Here is a video to help you "step in" once your order arrives! Be sure to message me when you get them so that we can do a quick fit check. It's important to me that my clients are 100% happy with their purchase."

Following up with customers you measured, but did not buy:

"Hi Betty! It's Christina with Ruby Ribbon! It was so great to meet you at the Holiday Market this past weekend! I wanted to check in with you to see if you had any questions once you had a chance to check out my website?"

Following up with customers who entered your drawing:

"Hi Betty! It's Christina with Ruby Ribbon! It was so great to meet you at the Holiday Market this past weekend! I know you were curious about our Ruby Ribbon Cami's, would you like me to send you our look book along with some personalized size & style recommendations?"