



Hello Everyone
Welcome to the 2nd issue of The Creative Palette. You now have your table all set & looking professional (from the 1st issue)

But now what?

As a veteran retail manager (of more years than I'd like to admit) I am a big proponent of good customer service. There's no difference whether it is from a big chain store or a booth at a craft show. Good customer service goes far. Let's look at how to deal with the person who says

Happy
Easter



I could make that!

If you are interested in
The Summer Show
You need to come to
the April & May meetings.
There will be more information
&
a Special Drawing held



(Must be present @ meeting to participate & collect this phenomenal prize)

April Supply Swap
If you have craft/art supplies that you would like to clear out of your workspace please bring them to the meeting to give away, or to sell, to fellow artisans.

You are all set up & ready to sell when three women walk over & seem interested in buying. One sees a price tag & loudly whispers to the others "I could make this". They nod in agreement & walk away.

People who think they could make it themselves are not your customer. Unless you are selling how to instructions these people are never going to be a customer that buys your products. They are just not the right people for you.

Creativity
takes
Courage

-Henri Matisse

We have all had this happen & ouch it kinda hurts. When I first started my bakery I heard that quite often & that they could do it much cheaper. Well I stuck it out & I still hear that but I now hear "I'm glad you do this". To that negative person I always smile & say something like " You could but it's a labor of love. It's not like just baking a batch of cookies, a lot more goes into it".

I always kill them with kindness when responding to that comment. It's unlikely that they will ever buy from me but there is no point in trying to set them straight. It's all part of providing amazing customer service to all, even if they are not buying from you. It's not worth getting into an argument with someone & possibly letting a real potential buyer witness that.

Killing them with kindness leaves them with a positive impression of your business, even when they say rude & tacky things to you. Let people think what they want. It's not our place as artisans to educate them on common decency & manners.



In every company I worked at I had a stuffed animal duck. All of my staff knew the mantra "Be the Duck".

Ducks let water roll right off their backs & it doesn't affect them. That's what you need to do with that rude person.

Forget those people & move on using your energy on those who truly appreciate what went into designing & making your product!

Upcoming Shows

Friends of Fayerweather
-several throughout the year
-Kingston RI
-\$25 Ursula Brandl
401-374-5238

Mattapoisett Harbor Days Festival
-mid July
-Shipyard Park, Mattapoisett MA
-\$145 Helene Rose
Mattapoisett Harbo
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