

Apparel Market Checklist

Heading to any buying trip or market unprepared can cost you time, and time is MONEY!

Use these 11 key tips to be prepared for your next market appointment!

1. PRE-Register - Know that you will need to be registered and have any guests registered for each market you want to attend.
2. Take business cards - Put them in your badge holder that is provided at market, this provides a safe and easily accessible place to grab your cards and hand them out to vendors, reps, contacts etc. (Also, put other people's cards in this same spot to keep organized!)
3. Bring Trade Reference Sheet - This sheet can be given to sales reps to provide your contact information, banking, and vendor references. This information is needed to set up term accounts with vendors you are new to working with.
4. Sticky labels with your store name and contact information - Use Avery Label to quickly stick your name and info on all order forms so your hand doesn't get cramped!
5. Camera/Cell Phone - Take Pictures! This helps remind yourself of what you liked, ordered, or cute display ideas. It also helps when the vendor ships the wrong product 3 months later.
6. NUMBERS! Know how much you need to buy of each category you are buying for. YOU are in control when you not only have an overall budget, but how many styles per class!
7. Shipping Terms - You need to be in control of when you receive your inventory. Example: No split orders will be allowed. Call for approval. We will not accept any orders past cancel date. Do not ship less than \$200 in merchandise at a time. Call for exceptions.
8. Download the Map or Show App - Get a game plan for where you are going in the tradeshow to save time and blisters. Make a map of your appointments daily.
9. Wear comfy shoes -Be ready to run and work hard! You don't want to cut your trip short due to sore feet and trust us, it will happen! There is a time for shoe fashion, and it is NOT at market!
10. Meet Everyone you can! Talk to EVERYONE! Attend networking sessions, meet ups with the HUB, and make new connections to build new ideas and vendor relationships.
11. The more you drink, the more you buy. Everyone likes to have fun at market, but you are there on business. Reps want to be your friend and get you comfortable which leads you to spend more. Know your numbers and stick to the plan.