

# Missouri 4-H Show Me Wares Packet

## Preparation

4-H members can sign up to market and sell original products and services at the Show-Me 4-H Wares sales booth at the Missouri State Fair!

Show Me Wares is for business-minded 4-H'ers to gain confidence, apply public speaking and learn marketable skills while selling projects and earning their own money as entrepreneurs!

4-H'ers are not required to be enrolled in an entrepreneurship project to participate.

All 4-H youth ages 8—18 can sign up to sell on their own, or as a team. Exhibitors have a full 9:30 a.m. to 4 p.m. shift on one day of the fair to help them maximize their selling opportunity. Selling takes a lot of energy! It is okay to take breaks or close up shop early if you run out of products or personal energy. Please take care of yourself.

Missouri 4-H will provide a table, chairs, Show-Me Wares sign and two vouchers for lunch. Participants are responsible for their own money to provide change for sales, and a secure way to store it. Participants are also responsible for admission and parking fees.

## HOW TO APPLY

Youth registration is open at 4-H Online June 1—July 7. Cost to register is \$10. Register for one day per person or team.

Registration fees cover program materials, venue expenses, and administrative fees.

Applications include:

- A brief description of the business
- A sample photo of the 4-H product or service being sold
- A sample business card, brochure or flyer (optional)
- Details and application instructions are included on 4-H Online. Click on these links for more information about Missouri State Fair and 4-H events at the State Fair.

Types of registrations:

- **Biz — Solo Youth:** One youth (age 8—18) selling solo. Maximum five youth ages 8-10.
- **Biz Teams:** A team of 2—3 youth (8—18) selling together. Each team should appoint a Team Leader.
- **Biz Teams Leader:** One youth per group who will be the main point of contact and leader of their team. Must be 11-18. Leaders will be responsible for registering in 4-H Online on behalf of their group.
- **Biz Teams Team Member:** Up to 2 additional members of a team. Must be 8—18.

## WHAT TO BRING

- Goods to sell
- Signage, business cards, or brochures (optional)
- Cash and cash box or Venmo/ Paypal QR code signs
- Calculator and writing utensils if using paper sales log
- Price tags/ labels
- Sales log (enclosed)
- 4-H T-shirt or polo
- Plenty of water
- Bagging supplies for customers (optional)

## GUIDELINES

1. **4-H'ers are the face of their businesses.** They are expected to work the sales, talk with customers about their products, and organize their products. *Parents can provide support and serve as substitutes during breaks. However, they should not run the SWM booth for the majority of the time.*
2. **Food items** are not allowed to be sold at the fair in the SMW booth this year.
3. Decide what forms of payment you will accept. If you accept cash, you should come to the booth prepared to make change for your customers. Please bring a change drawer or pouch with ample coins and dollars. (4-H will not make change for exhibitors or customers at the booth.) If you need to leave the booth, you can store your box in the 4-H building office. TBA on WiFi being available.
4. Please **arrive** at the State Fair with a wagon at **8:30am** to be ready to sell by 9:30am. *You will need to pay for your own entrance into the fair.*
5. You are welcome to take orders for future sales. You will need to figure out delivery and shipping plans. Be sure to obtain all of the customer's information.
6. Earn a certificate for being a **Show Me Wares Star** to be presented at achievement and recognition events! Our friendly secret shopper will stop by your booth sometime during the day. They will evaluate you with the following rubric enclosed. If you do not wish to be visited by a secret shopper, you can opt out upon registration.

Enclosed are tools to assist you in preparations such as pricing your product, first impressions, advertising, and talking to customers.

# Show Me Wares Star Secret Shopper Rubric

**4:** Shining Star

**3:** Mastered

**2:** Keep Improving

**1:** Not Yet

35-40 points earns Show Me Wares Star Award

## **Eye Contact & Approachability**

4- Friendly eye contact; welcoming

3- Some eye contact

2- Limited eye contact

## **Greeting & Engagement**

4- Prompt, polite greeting; invites questions

3- Greets shopper

2- Greets only if prompted

## **Professionalism & Attitude**

4- Polite, respectful, positive

3- Mostly polite

2- Inconsistent

## **Communication Skills**

4- Clear, confident, listens

3- Mostly clear

2- Difficult to hear or has short answers

## **Product Knowledge**

4- Explains materials, price, how it's made

3- Knows basics

2- Limited knowledge

## **Presentation of Goods**

4- Neat, organized, attractive

3- Mostly neat

2- Some clutter, unorganized

## **Sales & Problem-Solving**

4- Suggests options; helpful

3- Tries to help

2- Unsure how to help

## **Closing Interaction**

4- Thanks customer; invites return

3- Says thank you

2- Minimal closing

# Show Me Wares Planning

Getting Ready to Exhibit and Sell Your 4-H Wares

**Business name:**

**Description of product:**

**Your Pitch** Does this name have a special meaning behind it? How did you come up with this product idea? What makes your product special? Is it eco-friendly? Write about it here and be prepared to share your story with customers. This is called your pitch:

**Materials** are the physical objects that make up the products. Every piece is like an ingredient in a dish. Materials “disappear” when the product is made and are expenses. For instance, a piece of clay can only make one bowl. It can’t be re-used to help make several bowls like equipment can. List all the materials needed to make your product, including the packaging. Material List:

**Equipment** refers to the major tools needed to make the product. Equipment includes things like saws, popcorn machines, or kilns. They usually last a long time and can help you make many products. Equipment:

**Overhead expenses** are the other costs associated with making and selling the product. These are not always materials. It could include electricity, water, and gasoline to drive to get materials. Even office supplies may have been needed to run your business. Think of things that were needed to create your products that were not direct materials or equipment. Overhead expenses:

## Figuring Out Price

You can decide on your selling price using several methods. Full-time business owners use different formulas and strategies to select a final price. You will want to take several factors into consideration in deciding what to charge:

1. At what price do similar items sell for? If yours is much higher or lower, you may want to adjust your price to better fit the market.
2. How much did the materials cost for each item? Figure the total amount you spent on materials and divide by the number of items you have made. Your price should be at least this amount or higher if you want to make a profit. Use the enclosed document called "Expense Sheet" to help you. For SMW, you do not have to factor in equipment or overhead. However, these are important to think about!
3. What's your time worth? Consider how much time you spent on each item and how much you want to make per hour. If you want to make \$10 an hour and it takes you two hours to make an item, you should price your product \$20 over your material costs.
4. What are customers willing to pay? If you price your items too high, you may have a great product but will not realize the sales you are seeking.

### Price and reasoning:



# Expense Sheet

Item: \_\_\_\_\_

If you are selling more than one type of item, create a sheet for each one.

Material	\$ Cost per unit	X Quantity	= Total

Total expenses: \_\_\_\_\_

Number of items made: \_\_\_\_\_

Cost to make each item: \_\_\_\_\_

Total expenses ÷ Number of items made = \_\_\_\_\_

# Tips for Star Salesmanship:

## Appearance

- Plan to wear “nice casual” clothing or better. A 4-H T-shirt or polo are preferred!
- If you are planning to spend time at the fair before or after you exhibit, bring a change of clothes.

## First Impression

- Create an organized, attractive space to display your products. Think of ways to display your products. For example, it’s difficult to see a necklace laying on a table. On a mannequin or a hook, the necklace stands out.
- A sign with your logo is recommended. Hand-drawn works too! Create a sign that says “Out to lunch” or “Be back soon!” if you need to leave.
- Your posture and attitude matter. Be welcoming to new customers.
- Work on opening with a brief introduction of yourself and a sales pitch about your product. See the preparation sheet for help on creating a pitch.
- Choose words that highlight yourself as a young entrepreneur and the value of your product from the customer’s perspective. For example: “Hi, my name is Tim and I run Timmy’s Tip-Top Pets. Today, I am offering \$5 off pet sitting. Would you be interested in trying our reliable service?”

## Know Your Product

- Part of professionalism is knowing about the product you’re selling.
- Customers may ask you for more information about why your product is of good value, of high quality, and/or how it can solve a problem or make life better. They may also want to know how it is different or better than similar products.
- Think through questions that customers may ask about your product or business.
- Be able to answer questions about the materials used, how the product was made, its durability, and how it is better than other products on the market.
- Think through special requests that customers ask of you. For instance, can you customize your work to their preferences?

## Making the Sale

- After you complete your initial sales pitch, customers will usually either want to hear more details or will be uninterested and will move on. Thank them no matter what.
- Customers who want to know more about your product may ask about unique features of your product. They may want to know more about how your product can benefit them, or how it is different than other products out there.
- Always be respectful in the words you choose and the attitude you convey and be grateful for their time. After they pay, invite them back or ask them to tell their friends!