Merchandise Sales Buyer

Overview

There are four sales events. NSO, Holiday Luncheon, Parents’ Weekend, and Admit Weekend. The buyer reorders quantities of items we are currently selling, using updated inventories, and introduces new products. See this year’s budget for spending guidelines. The buyers communicate with the Sales Table Leaders and Merchandise Store Keeper.

Guidelines and Tips

A list of vendors is available with the best way to communicate, idiosyncrasies of ordering and method of payment. For all try to make phone contact at least once. A little personal friendliness will go a long way when you need a rush order or have a problem.

Give all vendors a “in hand” date at least two weeks before you actually need the items. Vendor list notes who deliver on time and who is usually late.

Use a credit card you pay for merchandise and get reimbursed from the Financial Secretary.

Event managers will arrange our tables and table cloths and golf carts to help transport items across campus. Sales Table Leaders will transport your merchandise for events and set up display as per your guidance.

For Parents’ Weekend set up the display the day before on Thursday in Fisher Hall on mock tables. The next day you will have an hour or less to wheel these tables into McCaw Hall, transfer the display merchandise to the “real” tables and arrange your supply boxes neatly.
Set up tables with mugs in the middle on boxes placed under table cloth, sparkly items in front of mugs, mannequin at one end of table and vase of flowers at the other end. Use taupe table cloth on center of tables under mugs on top of tablecloth Stanford provides. This is to provide a contrasting color area for items that are the same color as Stanford’s table cloths (which will be either black or red). Mug and jewelry centerpiece draws customers to tables. Cashier goes on the side of the tables farthest from the entrance to the hall and near the exit parents move through.

When on White Plaza, station cashier in center of tables behind mugs. People will congregate there and attract other people. In McCaw Hall station cashier at table or end of table closest to kitchen. This follows the flow of traffic.

At the end of each event sales volunteers can quickly inventory the merchandise before it is packed up. Recommend providing them with inventory sheets.