Sales Table Managers for NSO

NOTE:
This job is brand new for 2015-2016. For questions talk to ‘Ramona Marie Variella or Erin Pashelinsky. They have both done it, Ramona more recently.

Overview
This is a two person job. It begins early in the morning of NSO with the movement of merchandise from Store Keeper’s house to White Plaza. Around 3pm you will close down, pack it in, and transport merchandise via golf carts provided by university to Arrillaga Hall. There you will re-setup on two or three tables and sell for an hour and half while parents arrive and have an outdoor dinner. The cake people will be alongside you, giving out samples of our cake. This short sale is fast and furious.When it stops, pack merchandise in and return it to Store Keeper’s house.But first sit down and have dinner.

GUIDELINES AND TIPS:
ON THE DAY OF NSO

Plan to meet with your transport volunteers about 7AM to bring merchandise to white Plaza. There should be two canopies set up over four table for you.

Set up tables with mugs in the middle raised on card board 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. Customers will mess up display throughout the day. Keep it tidy. Ramona found that placing the same item at different ends of the table boosted sales.

When on White Plaza, station cashier in center of tables behind mugs. People will congregate there and attract other people.

Event managers will arrange your tables and table cloths and golf carts to help transport items from Tressidor parking lot to White plaza. Decide how many cars and volunteers you want to bring merchandise to campus and set up based on last year’s report and talk to event managers. Same thing for the end of the day. You will transport back to storage house(s)

Make five price sheets in consultations with buyer. For 2016 it is Linda Kha La.

RUNNING THE SALES.
Plan to stay the whole day or have a partner who can spell you. As your sales volunteers arrive, thank them, show them what we are selling, particularly new items, where price list are, how the inventory is setup. Get two people to take charge of “Square”, our credit card charging device. You will have the passwords and login information. Assign a cashier.
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Cash Box should never be unattended. You are responsible for it. Your sales people will have different selling styles. Don’t worry. It all works. Be sure to offer them water.

Engage customers in conversation when they come to the table. Usually “son or daughter?” and “where are you from?” works as a good opener. These are **new parents, with lots of feelings.**

**AT AFTERNOON CLOSING TIME**
Call for the golf carts, pack up, and take cashboxes and merchandise over to Arrillaga where outdoor dinner will be served. Setup your tables again. **Note** now you will have only tow or three.

**You have a break until parents start coming for dinner.**

**Sell again**
This hour and a half will be fast and furious. Help your sales people get items from boxes, bag items, and take payment.

**Close.**
Parents will all go inside Arrillaga for dinner and you and your team will be able to sit down and have dinner. Afterwards take inventory, pack up, load cars and return merchandise to Store Keeper’s House.

Over the next few days thank you sales crew

**Timeline**

**Early September**

- Confer with event chairs and confirm your tables (4) for White Plaza (3) for Arrillaga confirm 2 or 3 canopies for White Plaza and table set up (U) on White Plaza and (line) at Arrillaga.
  - numbers of volunteers for morning transport help
  - early AM setup
  - White Plaza sales teams
  - dinner sales teams
  - evening transport help
  - golf carts for transfer to Arrillaga
- Confer with buyer re;
  - new merchandise,
  - and selling prices
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- Talk to previous years managers to get
  - location of “Squares”
  - password and login information
- Talk to Store Keeper about bags, bubble wrap for mugs, name tags, pens etc in supply box.
- Talk to treasurer about who will bring and later retrieve cash boxes and when
- Buy a case of water bottles for sales teams. NSO weather can be hot..

NSO DAY
Set up and direct as described in guidelines

Later

Send thank yous to your sales people.
Write a report on how it went including suggestions for next year.