Sales Table Managers for Parents Weekend

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
On Parents’ Weekend, excited parents flow into McCaw hall as soon as the doors open on Friday. They pick up their registration packets, turn around and see your merchandise sales tables. Your job is to be ready to sell to them. You will be the one to assist and inform your sales people, take responsibility for the cash boxes, keep the sales table looking attractive, the merchandise flowing, and inventory the merchandise at the end of the event.

GUIDELINES AND TIPS:

GETTING STARTED

On Thursday before Parents’ Weekend you will set up a mock up of your tables in Fischer Hall. You will have two tables on wheels at this point. They will not have table cloths. We do this at this point because McCaw Hall is used the night before Parents’ Weekend for another event so you cannot set up your tables then. On Friday there is only an hour or so between the time the building opens and parents arrive. That is not enough time to setup your tables and arrange the stock. But it is enough time to wheel your mockup tables into McCaw Hall, transfer the merchandise over to “real” tables, and arrange the store inventory.

There will be five tables ready for you: four in a U-Shape and one behind the U and against the wall.

Set up tables with mugs in the middle raised on cardboard 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 table cloth Stanford provides. This is to provide a contrast 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.

In McCaw Hall station cashier at table closest to kitchen. This follows the flow of traffic.

Event managers will arrange your tables and table cloths and dollies to help transport items into Fischer Hall. Decide how many cars and volunteers you need to bring merchandise to campus and set up on Thursday 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. 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.

Engage customers in conversation when they come to the table. Usually “son or daughter?” and “where are you from?” works as a good opener.

**AT END OF FRIDAY**
Tidy up tables and inventory. Give cash box to person designated by treasurer. Cover your tables up and leave. McCaw Hall is locked overnight.

**ON SATURDAY**
Run sales as on Friday. You decide when you want to close. At closing last sales crew counts inventory. Have some counting sheets for them. Pack everything up and take back to store keeper’s house.
Have a glass of wine.

Over the next few days thank you sales crew.

**Timeline**

**Mid January** —
- Confer with event chairs and confirm your tables (5)
  and table set up (U and one against the wall for McCaw Hall, numbers of volunteers for Thursday transport Thursdays mock set up Friday early AM actual setup Fischer Hall set-up time.
  Fischer Hall 2 tables on wheels for mock set up
  Use of observation room in Fischer Hall to store tables and inventory overnight
- Confer with buyer re;
  - new merchandise,
  - and selling prices
- 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.

**Thursday Before Parents’ Weekend**

Set up mock up of your tables.
Buy flowers for table and remember a vase or assign someone else to do this.

**Friday and Saturday**
Run sales tables as described in guidelines. Connect with new people. Have fun