

**SELL!**



# Hello, neighbor

## *Selling from your room*

**Susan Haas**

**A**RE YOU THINKING about being a room seller at a Glow convention? It can be a lot of fun. It also can be a lot of work. I've been selling from my room since I started attending conventions. The first year, I didn't consider how long it'd take to set up, or to pack up what didn't sell; both take longer than you think. And packing up your stuff the night before you leave, then schlepping it to the car before checkout time can be...unfun.

Still, selling from your room can be quite rewarding. In Cincinnati, there were 772 attendees, and close to 100 of them sold from their hotel rooms. Some of those folks threw their doors open wide every time they were "home." Others restricted their selling to evening hours, when the traffic would be heaviest. Some advance work will help you to get the most out of your efforts.

It takes special planning to consider how you're going to work with the space in a hotel room you've never seen. Do you bring your own shelves? Do you need table covers? How do you get it

all up to your room? How are you going to arrange everything? Be prepared to improvise. And think about what you're going to do with the boxes or crates you brought everything in. Maybe they can be used for display?

When you have it figured out, set everything up the way you want it and step back to see things the way customers will see them. Folks won't buy what they don't see.

We've almost forgotten the most important thing to plan. What are you bringing for sale? Are you shrinking or selling your personal collection? Do you plan to look for stuff throughout the year to sell? Whatever you do, the more you can price in advance, the better off you'll be.

After you get everything set up and throw open the door, the only thing to remember is to have fun and be flexible. Know your stuff, be prepared to answer questions, and know if you're willing to discount. And as I said, have fun. We're all at the convention—and in the Glow—to have a good time. It's all about the Christmas, after all.

### *Things to remember*

**PENS**, tape, scissors, calculator, spare price tags, Post-Its or other paper to write notes about certain pieces.

**MARKERS** and other supplies to make signs. Most folks put signs near the elevators on their floor when they're open. Signs made with a pen are harder to read.

**TISSUE PAPER** or other wrapping material and bags. Lots of folks won't want a bag, but it's good to have them anyway.

**CHANGE.** A lot of folks wind up coming with a handful of those \$20 bills fresh from the ATM. Make sure you have 5s, 10s, and singles.

**A DOORSTOP.** In lots of places, you can use a hand towel or washcloth. But a proper doorstop is SO much easier.

### *A note about payments:*

**A LOT OF PEOPLE** take only cash or checks, and that's fine. But in this digital age, there are a lot more options out there. Most all of us have a PayPal account. If you have a computer, you can take a PayPal payment.

You also might consider Apple Pay, Square, Cash App, and a host of other options. They all have some sort of fee, which scares some people off. But, frankly, it's a cost of doing business. And taking a credit or debit card can mean the difference between making a sale and not. Or between a \$10 sale and a \$200 sale. Is that \$200 sale worth six bucks to you? That's what 3 percent amounts to.

