



SECTION 02

Customer service

CUSTOMER SERVICE

The face of Mindil



First impressions

With Mindil Beach Sunset Market being not only a local destination but a major tourist attraction, first impressions are essential



Know your way around

Be an advocate for Mindil. Know your way around the market and share your knowledge with fellow stall holders, customers and visitors

Share our stories

Market goers love to hear our stories. Share your knowledge, of our Market, the Larrakia Land we operate on and Darwin's history and present day info.



Ignite the passion

Become a Mindil ambassador and ignite your passion for Mindil in others



3 important elements

Dressed
for
success

Staff presentation

We expect that all stallholders and their staff present themselves appropriately and abide by safe work practices. First impressions are long lasting and we encourage you to take your presentation standards seriously.

Ready
for
trade

Stall presentation

Stall presentation is critical to not only your success but to that of Mindil Beach Sunset Market. We ask your commitment to plan and prepare your market stall and be **ready for trade** each and every market

Ready
for
fun

Market presentation

The true success of Mindil lies with our stallholders. We ask that you support us to drive our overall market presentation standards. Be active, be engaged, be prepared and together we will be **ready for the fun** of the markets



CUSTOMER SERVICE

Service standards



Standard #1

Service with a smile

First impressions really are long lasting!

To promote the friendly, welcoming Mindil Beach Sunset Market atmosphere, we expect all stallholders to smile, engage customers and leave a wonderful first and last impression



Standard #2

Tell your story

The Mindil Beach Sunset Market experience is further enhanced through our stallholders. We encourage stallholders to tell their story, connect with customers and inspire them to engage with your brand and become a brand advocate and a repeat and loyal customer



Standard #3

Be the face of Mindil

Customers come to our Market expecting a great experience. Stallholders can support that experience by being passionate Mindil advocates. Be knowledgeable in all things Mindil – stalls, toilet locations, ATM's, trade days and times. It's up to you to be a great face of Mindil!

