

## Summary of Vermont Building at The Big E Vendor Sales Tracking Process

Prepared 4/15/2022

Reporting of daily vendor sales at the VT Building is written into each Big E vendor's contract as an expectation, failure to comply may result in disqualification from participating in future years and/or liquidated damages. Since 2019, the AAFM has used Wufoo as a portal for VT Bldg vendors at the Big E to submit their daily sales. This system was implemented during the 2019 and 2021 Big E fair events. No sales or commissioners occurred in 2020, as the Big E was cancelled due to the COVID-19 pandemic.

The daily process that that each vendor in the VT Bldg submits each day they are attending the Big E is outlined below:

- Vendors will receive a pre-fair email from AAFM building managers with the Wufoo reporting link & directions on how to submit daily sales.
- The Wufoo reporting link is only live from the start of the fair through to one day following the 17-day fair.
- Vendors submit their sales daily between close of day and 11am the following morning.
- Each vendor will choose their business (booth) name in the drop down, enter email address, and date of sales reporting.
- Each vendor includes their daily gross sales AND upload the daily sales report
- These sales reports are from Square or cash register receipt

**Wufoo** by SurveyMonkey

Forms Files Reports Themes Users Account

Add a Field Field Settings Form Settings

**Standard**

- ABC Single Line Text
- 123 Number
- Paragraph Text
- Checkboxes
- Multiple Choice
- Dropdown
- Section Break
- Page Break

**Fancy Pants**

- Name
- File Upload
- Address
- Date
- Email
- Time
- Phone
- Website
- Price
- Likert
- Rating
- DocuSign

**Payment Integration**

Enable payments to collect donations, registrations and simple orders.

**Big E Sales 2021**

Please use the form below to submit all sales from the Big E fair year.

Previous day sales are due by 11am each day.

**Booth Name \***

Choose from below: ▾

**Email \***

**Date of Sales \***

Select the Date of Sales ▾

**Gross Sales \***

**Upload Sales Report**

Choose File No file chosen

Please click here at the end of the fair to give us feedback.

Change Theme Save Form View Form Share Form

Wufoo - SurveyMonkey Inc. - San Mateo, CA

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Loading Data ...

Each day, VAAFM building managers verify that every vendor has submitted sales.

- If a vendor has not by 11 am the following day, AAFM staff send a text with a gentle reminder.
- If nothing is submitted by noon, AAFM staff visit the vendor at their booth with another gentle reminder.
- Every day VAAFM staff are visiting with vendors to discuss sales, vendor engagement, building flow.

Each day, AAFM building management staff enter daily sales submissions into the VT Building daily sales workbook.

The workbook is formatted to calculate the following:

- Daily sales for each vendor
- Comparison from previous years sales total at end of fair
- Comparison average daily sales from previous years
- Average daily sale per business
- Commission due
- Average cost per sq ft

AAFM tracks sales data daily and is attuned to when the vendor had higher or lower sales for that day compared to the previous year.

AAFM's workbook also collects the following related information, impacting vendor sales:

- Weather
- Special activities occurring at Big E
- Daily Big E customer attendance

*A State of Vermont (SOV) point of sale system was considered and determined that AAFM could not engage this process as then SOV would need to take in the income, which we clearly don't want to do. Instead, we developed the above-described comprehensive sales reporting requirement for all VT Bldg Big E vendors.*