Kernels of Wisdom-
Tips for Top Selling Scouts

The Presentation

- Practice it over and over and over
- Wear your full uniform proudly
- Speak loudly and clearly to customers

ñHello, Iôm Johnny and Iôm selling Boy Scout Popcorn to earn a College Scholarship.
Wonôt you help me?ò *...Smile...*

- Bring order form and a sample product to the door (microwave, large caramel w. nuts or other mid-priced item) Let the customer hold it if they wish.
- Know your products and be able to describe them. If a customer asks your favorite, tell them what you like and why.
- Collect payment at time of sale and accurately account on the order form for all payments and deliveries.
- Encourage customers to write a check and make it payable to Pack/Troop _____ upon ordering.
- Keep track of your sales so you know how close you are to both your goal AND the next prize level. Donôt stop shorté keep going until you reach your goal.
- Be aware of ALL of the prizes and levels. The more you sell the more money you earn back!
- Make sure customers fill out their name, address and phone number accurately and legibly. *Buffalo Bills Away Games!*

Your Strategy

-Set a goal. The best goals are things like ñTo earn a college scholarshipò or ñTo pay for campò
-Share your goal with customers, ask them to help you reach your goal.
-Know your sales pitch and practice it.
-Make a list of all of your potential customers.
_____Customers from last year (did you save the form?)
_____Grandparents
_____Aunts and Uncles
_____Neighbors
_____Pediatrician and Dentist
_____Teachers, School Principal, Office staff
_____Can Mom/Dad take the order form to work?
_____Save Mom and Dad for last to see where you are with your goal

Nowé how will we sell to them? Use all the methods to maximize your sales.

_____Promote the Military Sale Program to send delicious treats of home to Troops overseas
_____Show and Sell popcorn at a store front
_____Show and Deliver popcorn door to door in your neighborhood
_____Take Order popcorn for Chocolate Products and if a customer doesnôt have money now
_____Online Sales Account to sell via the web for relatives out of town