



Selling Techniques

AMERICA'S POPCORN SALE - FUNDING ADVENTURES!

OVER \$4 BILLION BACK TO SCOUTING SINCE 1980

Sales Pitch

- 1. Tell them who you are**
- 2. Tell them who you are with**
- 3. Tell them what you are doing**
- 4. Tell them how they can help**
- 5. Ask for help**

Know your Script!!!

Sales Script

(Practice and memorize to maximize sales)

Hello, my name is _____ and I am with Cub Scout Pack _____

I am trying to earn my way to _____ and support our camp Programs!

You can help by buying some popcorn! I have may delicious flavors of and _____ is my favorite!

You will help me, won't you?

(Hand pen and order form to the customer)

(When you have finished your presentation, be sure to thank everyone, even if they didn't buy anything.)

Know your script!!

Selling Tips

- **Be neat : Always wear your uniform**
- **Be Prepared: Know your products and what you are going to say**
- **Maintain Eye contact : Be confident**
- **Speak loudly and clearly**
- **Always be polite and curious**
- **Thank everyone : even the people who don't buy anything**
- **Keep Moving : The more people you approach the more popcorn you will sell**
- **Keep Smiling**

Safety Rules

- **Buddy System : Always have a buddy or adult with you when selling**
- **House Rules : DO NOT GO IN TO PEOPLES HOUSES:
Politely decline to enter strangers homes unless an adult is with you.**
- **Money Matters : Keep checks and cash in an envelope with your name on it**
- **Road Rules : Walk on sidewalks whenever possible and always look both ways when crossing the street.**
- **Curfew : Never sell after dark.**

Show and Sell

- 1. High Quality Presentation**
- 2. Two Scouts per site Max**
- 3. Know the Script!!**
- 4. Stand in front of the Table**
- 5. Ask everyone**
- 6. Use the Vinyl Scouting Banner**
- 7. Laminated Take order sheet**
- 8. Neatly arrange popcorn on table**
- 9. Stack Microwave boxes in back**
- 10. Provide Cash box**
- 11. Square Reader**
- 12. Pen and paper**
- 13. Include picture of what a good table looks like**
- 14. Have recruiting material**
- 15. Clean up at the end of the day!**

Good Lookin'!



Wagon Sales

- 1. Like Show and Sell, Popcorn must be pre ordered**
- 2. Presentation is important, think of wagon as a Show and Sale table on wheels**
- 3. Know the Script!!**
- 4. Laminated Take order sheet**
- 5. Provide Cash box**
- 6. Square Reader**
- 7. Pen and paper**

Take order Sales

- 1. Get out there early!!**
- 2. Have a pack Blitz day**
- 3. Know the Script**
- 4. Ask Friends, Families, and places of work**
- 5. Laminated Take order sheet**
- 6. Provide Cash box**
- 7. Square Reader**
- 8. Pen and paper**