

CONDUCTING A SUCCESSFUL SHOW AND SELL SALE

Pre Show & Sell

- Contact store or event organizer to gain permission to set up times and dates.
- Set up schedule for boys with specific times of participation - i.e. 4-6 boys per 2 hour shift.
- Gather pictures of the events you have participated in or are planning to attend. People are more apt to purchase if they know the money is being used for Scouting activities.
- Make banners for advertisements and point of sales excitement (great craft activity for a den or pack meeting). Sometimes the stores will advertise the sale on their store sign. Ask if this is feasible.
- Have the boys practice what they are going to say to their potential customers.

Show & Sell Day

- Bring these items: chairs, posters, activity displays, tape, popcorn samples, a scoop, sample cups, broom, dust pan & brush, box or jar for Military donations.
- Display the products. Encourage scouts to pick up product and put it in the hands of the customer.
- Advertise the Take Order dates.
- Make sure the boys are in their uniforms.
- Have product samples for people strolling by. Quality sells!
- Find a location that has high foot traffic and is safe for the boys to participate.
- Have a money box with small bills for making change (Ones, Fives, and Tens)
- Let the scout do the selling. Allow him to succeed.
- Have the scouts sweep the selling area before they start and after they finish.

What to Say

- Focus on Scouting instead of the product- i.e. "Hi! My name is _____. I'm in Pack/Troop or Crew _____. Would you like to support my Boy Scout program? We are selling this delicious popcorn so we can _____. Will you help us?"
- Be specific on what the money is to be used for. People will be more willing to purchase if they know where the money is going.
- Always mention Scouting.

After the Sale

- Figure out how much credit each scout has earned and record it on each scout's order form
- ("Customer 1, Customer 2" is acceptable).
- Sell the balance: Give the boys an incentive to move the last of the popcorn "Hey guys, sell these last five cans and I'll take you out for ice cream."
- Settle inventory: Make sure the money and the inventory adds up.
- Recognize the kids for their hard work: Ice cream, Pizza, something special for their hard work.
- Keep leftovers for your Take Order Sale.

What Type of Show and Sell Locations?

- High Traffic Areas
- Hardware Stores
- Grocery Stores
- Fast in and outs
- Locations with ATM on site

Our Unit Show and Sell Sale:

Date: _____

Time: _____ to _____

Location(s):

SHOW AND SELL SALE CHECKLIST

August

- Familiarize yourself with all the printed materials especially the *Trails End Popcorn Sale Guidebook*. Browse additional materials and sales aids at www.trailsend.com
- Decide with your unit leaders at how many locations and dates your unit will sell.
- Secure your Show and Sell locations and confirm with Store Manager.
- Log on to www.trails-end.com, follow the online instructions (see Trails End Popcorn Sale Guide Book), and order your popcorn. Remember, if this is your first time, to start small. The council has extra product on hand and if you need more than you originally planned on you can pick up more at the Council Service Center. All Show and Sell popcorn must be ordered in full cases.

September

- Create a sign-up sheet for your weekends and have your parents and youth sign-up for your unit's time slots.
- Train youth on salesmanship techniques and have them memorize and practice the sales script. All Scouts should be in uniform while they are selling.
- Pick up your popcorn at Popcorn Distribution location. Be sure to bring a large enough vehicle to haul your order with and be on time to insure timely distribution.
- Store product in a cool and clean location to keep sweeter, coated items from melting and to keep the product fresh.

September and October

- Pack items that you will need for the sale; Popcorn, Banners, Petty Cash, Schedule, Pens, etc.
- Arrive early and check in with store manager to find out any necessary information for the location. If there is a unit already in your location do not confront the unit. Call your district executive or district popcorn kernel for assistance.
- Clean site. Sweep up dirt and pick up any garbage. This will make your presentation look better and strengthens your unit's relationship with the location.
- Set up location. Be sure to organize product in a neat and orderly fashion. Do not set up any chairs or tables. It will create unnecessary barriers between the scouts and the customers and keeps your scouts from remaining mobile.
- As your unit shows up begin to build teams of two putting more extroverted youth with more introverted youth. This will help build confidence. If you have more experienced youth place them with less experienced youth to help train first timers.
- Let the youth do the selling. It's easy for adults to say no to adults but very tough for adults to say no to Scouts in uniform.
- Be sure to pickup and be done on time. Be sure to clean up after yourselves and take all garbage with you.