

Popcorn Sales – Selling in front of a Store – Cub Scout Pack 378 - 2017

Actual Sales Time:

Best single sales line: “Would you help support Scouting” – have your boy lead with this line.

Remember – do NOT take any checks !!! – Cash or credit / debit card only

Common sense rules!

Once you are set up and your boy is in full selling mode, for a test, you may want to maneuver around and look at your setup from a customer’s viewpoint. Make sure what is going on would not make you feel uncomfortable if you are a customer just leaving the store and would be getting approached by your boy. Ditto for whatever you have brought to the show, table, chairs, posters, visual aids.

Make sure you boy is active, and shows a bit of excitement while making the sale. Bringing the customer over to the display table and pointing out the products, ready to explain why he is there, and how a sale will benefit Scouting and him. Don’t overlook the possibility of selling some Popcorn for the Troops or taking a smaller cash donation if the customer is not a fan of Popcorn, or their budget is limited.

Watch to make sure your boy gets to a comfortable distance from the customer, close enough to be seen and heard, but not so close as entering their “personal space”.

The above items will probably require constant assistance from you adjusting as the hour goes on.

Note that if you have a smartphone (droid or iphone) you can use one of our Charge Card Swipers to take virtually any credit or debit card. Talk with John about details

Setup procedures:

Use these guidelines, adjusting based on real time lay-of-the-land. The store manager has ultimate authority on our limitations, or we are excused from the premises.

In general:

- A Class “A” uniform will get you more sales than a “B”, but do what you have to.
- Sell customers leaving the store, not entering.
- Make sure all of our “stuff” including boy, is off to the side a bit, not obstructing the flow of traffic, foot or vehicles.
- Try to setup so a customer can see “what’s going on” as they leave the store.
- A Scout is Courteous
- Work on a couple of catchy simple phrases to attract the positive attention of a prospective customer, such as “Would you help support Scouting”, “help me earn my salesman belt loop”, or “get you awesome Cub Scout Popcorn here!”.
- Make sure to always keep control of the situation; SAFETY is tops, money, product are close seconds.
- If the boy is having some fun, sales will come easier & time will go by quicker.
- Plan ahead, if your boy suddenly must get to the bathroom, how do you control him and his product?
- Keep very close tabs on product, showing some samples, but keeping the rest in a controlled spot. Money needs to be on your person .
- Don’t forget to bring some cash for change if you can. A hundred dollar bill may be paying for your first ten dollar sale.
- Make sure to have some bottles of water, hats and sun screen in place.
- Accept donations but Council does NOT want us to have a donation box on the table.
- Make sure to keep track of each sale, any charge card sale, and summarized sales.
- Product & “store” should be handed over to the next shift, or brought back to Margie.
- Sales \$\$ money \$\$ needs to be brought to Margie ASAP.
- If it looks like you are going to run short on product, for your shift or shortly thereafter, call Jim, John or Margie to get a refill.
- You should have whatever paperwork is necessary in the plastic tote-box that was issued to your Den.

Questions? Contact you Den Kernel or John: 480-980-5429, Jim 480-292-3003 or Margie 480-980-5426