

SHOW AND SELL 101




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SECURING A LOCATION

You can never start too early in securing storefronts. Find high-traffic locations in your area and secure dates and times. Make sure you ask the store manager for permission and ask where you can set up the table. Share this list with the families in the unit. Someone may have a contact.

- There are more places than the large box stores
 - Main Street
 - Community banks
 - Coffee and bagel shops
 - The deli that everyone goes to
 - Local hardware stores
 - Local banks
 - Farm stands
 - Gas stations
 - Car wash
 - Convenience store
 - After religious services
 - Sporting events – rec games, high school games
- 
- A parking lot in a high-traffic area for a Drive Thru Show & Sell
 - Advertise / Promote your upcoming sale
 - Put up posters at the location a few days before
 - Post the event on Facebook

Be Creative – think outside the box!

SECURING A LOCATION

Ways to Secure a Store Front

This section provides some general guidelines on how to approach a decision maker that can approve you using a storefront to sell popcorn. There are many ways to go about it, so these are just some helpful tips.

- **Key points to address during the conversation:**
 - Your Scouts provide a great service to the community over the year – town clean-ups, community service projects, food drives, Eagle projects, mentoring boys in various ways – this is a way for a retailer to also give back to its community.
 - This is good public relations for the retailer to be seen as supporting the community.
 - Don't expect every retailer to welcome you with open arms. Many are reluctant as they may perceive you as just taking money away from their customers who may buy less in their store.
 - Remember, you are not selling popcorn – you are selling Scouting. Popcorn sales are just a method for people to support Scouting.
 - The retailer is giving the Scouts a chance to improve their selling and presentation skills, learn how to set a goal, create and follow a plan, earn their way, and help promote teamwork.

SECURING A LOCATION



- Key points to think of to help sell the retailer on giving you the time slot:
 - Scouts will be supervised by an adult the entire time they are in front of the store.
 - Scouts will clean up before the sale, keep the area clean during the sale, and clean up after the sale.
 - Scouts will be in full dress uniform (not all people know what Class A means, so describe it for them).
 - Scouts will be courteous, ask only once, and thank everyone even if they say no. They will not pester, harass or be forceful in trying to get someone to support Scouting.
 - Know the dates and times that you would like ahead of time to be prepared to request them when asked by the manager.
 - Have your request forms filled out ahead of time to be prepared to leave behind or hand to the manager to place in their store calendar. See Show & Sell Word Documents.

SECURING A LOCATION

Key points when you are speaking to the manager:

- “I am not sure if we can have you set up a display.”
 - Expect sometimes to get resistance to the idea and be prepared to handle some objections. An objection is just someone not having enough information to make an informed decision.
- “The items are just too expensive!”
 - Yes, they do seem high, however, 70% of the money goes right back to your local community through our Scouting organization. They are supporting local Scouting with their purchase.
- “My customers will get annoyed being asked to buy popcorn!”
 - Our Scouts will ask nicely and will thank each person even if they say no. We will not step in front of people to ask and will not be persistent. Scouts have been selling popcorn for years so I think people are used to us being around, and we will be courteous.



SECURING A LOCATION

Store Front Script Template For Speaking With A Store Manager

Hi, I am _____ from Pack/Troop/Crew _____ here in _____ . Is the store manager _____ (Insert name here) (circle one) _____ (add unit #) _____ (add town here) or owner in? I would like to ask him/her a question, please.

If the manager or decision maker is not there leave the pre-filled request form for them. This allows you to follow up via phone if possible, or next time you stop you can reference it as a starting point. Get their name and phone number to be able to call them later. Ask when is a good time to call or stop back.

If the manager is available start selling to get your spot.

Hello _____, we are your local Scouts in town. We hold a fundraiser each year to help our Scouts earn their way to _____ and it also helps us to _____. We would like to ask for your help by allowing us to set up a Popcorn display in front of your store on _____ (list dates and times)

for our Scouts to use in selling Scouting. Here are some of the items _____ the boys will be using as their fundraising items. They will be in their full Scout dress uniform and will clean up before, during, and after the sale and a Scout is always courteous. Parents will supervise the boys the entire time and will not get in the way of your customers. Can you please add these dates and times to your store calendar so your staff knows when they will be here?

Thank you for supporting Scouting and helping your community. We will check in with you the morning we are here so you know we are out front.

SECURING A LOCATION

Leave behind this letter when a manager is not available

Customize this letter for your unit - add or take out logos, pictures, text as needed:



(Add Unit Here)
Boy Scouts of America
(Add Charter Organization Name)
(Add Address)
(Add City, State, Zip)



BOY SCOUTS OF AMERICA®
MONMOUTH COUNCIL

(Add Unit Name) Scout Popcorn Sale - Location Request

To: _____

Hello from the leaders of **(Add Unit Name)** chartered by **(Add Charter Organization)**.

We will soon be participating in an annual Scout fundraising drive to help raise money for our local Scout organization by selling popcorn. This is a national program which not only helps to support our work within your local community, but also helps cover the costs associated with preserving many of our Scout campsites and campgrounds, one being the **(Add a local camp name here)**.

You can help us by providing a small area outside of your establishment where our Scouts will set up to sell their popcorn and create awareness about Scouts and their work within your community. All of our boys have been trained to work and communicate in a professional manner. You will be giving them an opportunity to practice their new communication skills while they take the responsibility of supporting their Scout unit and the programs the unit offers to the community.

Our Scouts will be in their uniforms and there will be adult supervision at all times. We can assure you that our boys will be unobtrusive and courteous, and the sales area you supply us with will be cleaned before the sale, kept clean and neat throughout the sale, and cleaned again after the sale.

The fundraising drive lasts throughout the months of September and October and we appreciate the dates that you are able to supply us with. We are targeting the following dates and times for your location:

Date: _____ Time: _____

Date: _____ Time: _____

Should you have any questions or require additional information please contact:

(Add Name) – (Add Unit) Popcorn Kernel at (Add Phone Number)

(Add Name) – (Add Unit) (Add Unit Position) at (Add Phone Number)

Thank you for your support,
(Add Unit Name)

SECURING A LOCATION

Some locations have several different managers. The manager that may have approved your Show and Sell Sale, may not be working on that day. When your date(s) are confirmed, it is recommended to present this certificate to the manager. Suggest that he display it in a location where other managers can view it.



PRE-SHOW & SELL

- Set up a schedule for Scouts with specific times of participation
 - For example; 2 -3 Scouts, for a two-hour shift
- Encourage parents to leave siblings at home, if possible
- Make a few posters with pictures of events the unit has participated in or is planning to attend
- Spread the word



DISPLAY & SELLING TIPS

- **No price signs**
 - Showing prices can cause people to trade down looking for the least expensive products
- **Keep the selling shifts short for Scouts if you can**
 - Most Scouts can focus for about three hours and parents will appreciate the shorter time commitment
- **Always locate near the exit of the store, not near the entrance**
 - It is easier to say “Get me on the way out” when going into the store
 - Some people would rather not carry the item into the store while they are shopping
- **Large displays sell more products than smaller displays**
- **DO NOT sell the popcorn in any quantity other than the way it is packaged**





SHOW & SELL DAY

- Sweep the selling area
- A Facebook or Instagram Live
- Ask if you can hang banners, pass out flyers, and put up signs.
- By using the CAMP MASTERS App, you can take credit/debit card payments
- Bring small bills to make change
- Build an appealing display
 - Bring the unit flag or a poster identifying the unit # and town
 - Using the cartons and/or a table
 - No chairs
- Make sure the Scouts are in their uniforms
- Let the Scouts do the selling
- The Scouts should make eye contact with the customer and approach them carrying one of the \$25 products.
 - **What to say**
 - “Hi! My name is _____. I'm in Pack / Troop / Crew _____, from (town) _____. **Would you like to support my Scouting program?** We are selling this delicious popcorn. Will you help us?”
 - “Thank You” even if they don't make a purchase
 - 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 to be used for
- Sweep the selling area

SHOW & SELL DAY FOR THE SCOUTS

1) Be Neat! - You will make a great impression if you are in your class A uniform. Wearing your uniform when selling gives an impression of professionalism and shows people that you are proud of what you are doing.

2) Be Prepared: Learn the presentation below and don't change it. Your presentation should never be, "Do you want to buy some popcorn?" People will not be purchasing from you because you asked them to. They will be buying from you because YOU will have created a relationship with them very quickly and they will want to help you and the scouts.

3) Maintain Eye Contact! This is very important. Maintaining eye contact shows that you have confidence in yourself, your product, the program, and your group.

4) Always Be Polite & Courteous

5) Thank Everyone: Even the people who don't buy. Just saying, "Thanks for listening", will often cause people to change their minds.

6) Keep Moving!: If you are selling at one of the commercial locations (Acme, Wawa, etc.), you must continue to move and talk to people. The more people you approach, the more you will talk to, and the more sales you will make.

7) Keep Smiling



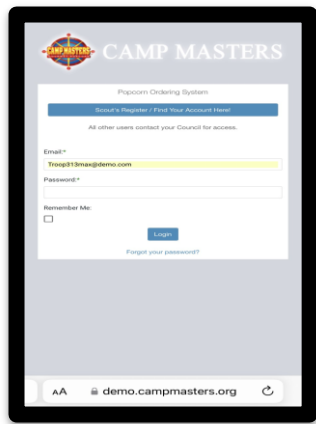
NOT SURE WHAT TO ORDER

Note: these are only suggestions, to give you a good mix and proper display. Contact your district kernel with any questions. Remember – we keep extra inventory at the Council office in Morganville. If you are running low on a particular product(s) let us know as soon as possible and we can make it available for you to pick up. A neat, full display is important. Some of these quantities may seem high, they are a good start and may cover more then one sale location.

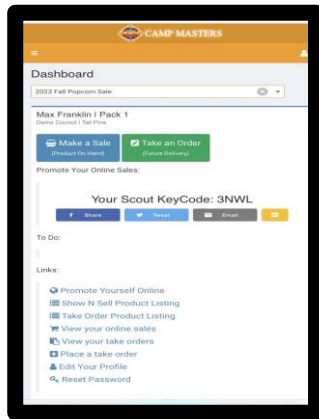
		3-Way Cheesy Tin	22pk Movie Theater Extra Butter Microwave Popcorn	Supreme Caramel w/Almonds, Pecans & Cashews	Cinnamon Crunch Bag	Classic Trail Mix	Salted Jumbo Cashews	14pk Extra Buttery Roasted Summer Corn MW	White Cheddar Cheese	Honey Roasted Peanuts	12pk Kettle Corn Microwave Popcorn	Purple Popping Corn Jar	6pk Microwave Popcorn	Caramel Popcorn Bag	Total Cases Ordered	Total Value of Order
	Item Retail	\$40	\$30	\$25	\$20	\$25	\$25	\$20	\$20	\$20	\$20	\$15	\$10	\$15		
	Items / Case	1	6	8	8	8	12	8	8	12	8	6	8	12		
	Retail / Case	\$40	\$180	\$200	\$160	\$200	\$300	\$160	\$160	\$240	\$160	\$90	\$80	\$180		
<u>Suggested order based on store size, traffic, display space</u>																
Smaller size store - lower traffic, small display space.	Cases	1	2	2	2	2	2	2	2	2	2	2	2	3	26	\$4,440
	Retail Value	\$40	\$360	\$400	\$320	\$400	\$600	\$320	\$320	\$480	\$320	\$180	\$160	\$540		
Medium size store - moderate traffic, good display.	Cases	1	2	2	2	3	2	3	3	2	3	3	2	3	31	\$5,210
	Retail Value	\$40	\$360	\$400	\$320	\$600	\$600	\$480	\$480	\$480	\$480	\$270	\$160	\$540		
Large size store - high traffic, dual exits, great display.	Cases	2	3	3	3	4	3	3	4	3	3	3	2	4	40	\$6,870
	Retail Value	\$80	\$540	\$600	\$480	\$800	\$900	\$480	\$640	\$720	\$480	\$270	\$160	\$720		

ACCEPT CREDIT CARDS AS PAYMENT

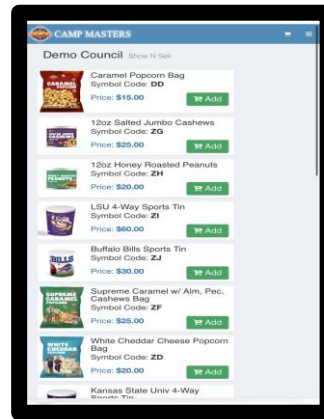
2 Methods



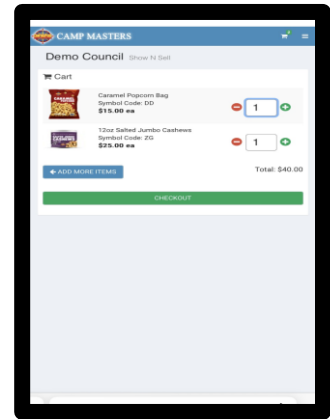
Login to CAMP MASTERS Dashboard. as the Unit Kernel



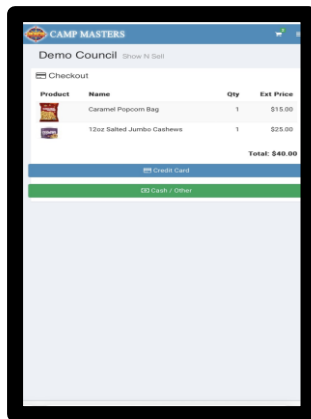
Click "Make A Sale" from the dashboard



This will take you to the products page. Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart



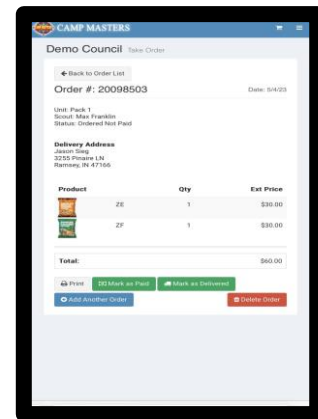
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



A confirmation window will appear. You can either take cash or Credit card for payment



To take payment, you can:
1. Have the customer scan QR code for them to enter payment.
2. Text them so they can enter payment.
3. Enter Information manually.



Mark as paid and delivered if applicable.



- Print out the QR Code associated with the unit
- After the customer has selected their popcorn and would like to use a credit card
- Have the customer scan the QR code, for them to enter payment information

RESOURCES

[Securing a Location](#)

[Not Sure What To Order](#)

[Not Sure What To Order](#)

[Assigning Sales To Scouts](#)