

Display and Selling Techniques



- **No Price Signs – Why not?**
 - Showing prices causes people to trade down looking for the least expensive item
 - Help Scouts by providing a price sheet (see examples) until they learn the prices
- **No Table for Product – Why not?**
 - This creates a barrier for the boys to stand behind
 - Help Scouts by encouraging them to be in front of display, near customers
- **No Chair for Scouts or Parents in main display area – Why not?**
 - This gets too inviting for a Scout to sit down, reducing energy and action
 - Help Scouts by noticing when they are getting tired, each Scout works in shifts
- **Do not ask “Would you like to buy Popcorn?”, ask “Would you like to support Scouting?”**
 - It is easier to say no to buying a product than it is to say no to a worthy organization or cause
 - Studies have found a 29% success rate if asking to buy Popcorn, a 95% success rate if asking to support Scouting or support our Pack./Troop/Crew.
- **Keep the selling shifts short for Scouts if you can – Why?**
 - Most Scouts can focus for about 3 hours, and parents will appreciate the shorter time commitment.
 - If you have an 9 hour time slot (8 – 5) then 2 Scouts per time slot with 3 hour time slots works.
- **Always locate near the exit of the store, not near the entrance – Why?**
 - It is easier to say “Get me on the way out” when going into the store and when they leave you will not be near them to close the sale.
 - Some people would rather not carry the item into the store when they are shopping.
- **Large Displays sell more product than smaller displays**
 - Take the product out of the carton, cross tab the box and use it for the base of the display.
- **Make a safe but impressive tower of tins**
 - Do not build so high that they may fall over, they will dent if they hit the ground
 - The graphics on the tin make an eye catching display
- **Merchandise items by price points – Why?**
 - Have the higher price point items closer to the exit
 - Have a Scout hold the higher price items when talking to the customer
- **Keep your cash box in a safe location, make change out of sight of customer**
 - You will accumulate a large amount of cash, keeping it safe is important
 - From time to time remove the largest bills to an envelope in your car