

# Show & Sell – Store Front 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 it 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/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.
- 8:00 - 12:00 means pick up and set up popcorn before 8:00 and break down after 12.
- Keep leftovers for your Order Taking Sale