

# 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 Scouts 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 carton 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
- **Have a Remote Credit Card Machine or Square Reader for Credit Cards, Chip and Contactless**
  - Many people no longer carry cash
  - Provides the answer for “I don’t have any money”