

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 Scouts with specific times of participation - i.e. 2-3 Scouts 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.
- Borrow a banner for advertisements and point of sales excitement. Sometimes the stores will advertise the sale on their store sign. Ask if is this is feasible.
- Have the Scouts practice what they are going to say to their potential customers.

Show & Sell Day

- Bring these items: banner, activity displays, tape, 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.
- Make sure the Scouts are in their uniforms.
- Find a location that has high foot traffic and is safe for the Scouts to participate.
- Have a money box with small bills for making change (ones, fives, and tens)
- Have a Remote Credit Card Machine or Square Reader for Credit Cards, Chip and Contactless Cards
- Let the Scout do the selling. Allow them 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 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

- Sell the balance: Give the Scouts an incentive to move the last of the popcorn “Sell these last five cans and I’ll take you out for ice cream.”
- Figure out how much credit each Scout has earned (based on your allocation method) and record it.
- Settle inventory: Make sure the money and the inventory adds up.
- Recognize the kids for their hard work: ice cream, pizza, something special.
- 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

What type of Locations and Customers should I choose?

- High Traffic Areas
- Think outside the box – it doesn’t have to be a grocery store
- Your sponsoring organization.