

# Show and Deliver



## SHOW AND DELIVER SALE – A Type of Face-To-Face Sale

### *What is Show & Deliver?*

Selling door-to-door with product in-hand allows Scouts to make the sale, deliver the product, and collect the money all in one visit. No more multiple visits to the same house to complete the sale.

### *When is Show & Deliver?*

Show and Deliver occurs at the same time as Take Order selling – September 13<sup>th</sup> through October 28<sup>th</sup>

### *Why do Show & Deliver?*

1. Most productive use of a family's valuable time.
2. Sell, Deliver, and Collect with one visit to the house.
3. A Scout can sell 5x's as much product vs. Show & Sell. Using the Show & Deliver method, individual Scouts have averaged as much as \$225 worth of sales per hour. In comparison, Scouts conducting a Show & Sell at a shopping center had combined sales of \$130 an hour, or \$43 per Scout.

### *How much product should each unit order?*

We recommend that you order no more than 50% to 70% of last year's total order for your unit for this year's Show & Deliver. Any remaining product can be used for the Take Order Sale, meaning there is no risk of units being stuck with additional product. You use leftover Show & Sell product for this type of sale.

### *How to do Show & Deliver:*

- Scouts go door to door with their Take Order forms.
- Parents accompany the Scout(s) with a supply of product in their vehicle.
- Upon completing the sale, the Scout offers the consumer an opportunity to purchase and take the product right away, or informs the consumer that he will be back in a few weeks if the consumer wants to purchase products the Scout does not have like chocolate.
- We suggest collecting all money at order time regardless of the product purchased.
- If necessary, Scout places order with unit leader for additional product he needs to fulfill all orders.
- Scouts make all deliveries to fulfill all orders.
- Many Scouts will order additional product in order to contact consumers who have already purchased and received product.
- Always emphasize safety. Review the safety information provided in this guide and on the CAMP MASTERS website at <http://campmasters.org/selling-tips-and-safety-tips/>

Given an opportunity, 92% of all consumers will purchase again.

**A delicious bag of CAMP MASTERS Popcorn does not last long!**