

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 three hours, and parents will appreciate the shorter time commitment.
 - If you have a nine-hour time slot (8 a.m. – 5 p.m.), then two Scouts per time slot with three-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 Square reader for credit cards, chip and contactless**
 - Many people no longer carry cash.
 - Provides the answer for “I don’t have any money”