

# 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 two-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 this is feasible.
- Have the Scouts practice what they are going to say to their potential customers.

## ***Show & Sell Day***

- Build an appealing display, but do not hand products to customers.
  1. Scouts should be familiar with the products so they can describe them to the customer.
  2. Tell them your favorites!
- Wear gloves and give the products to the customer only when sold.
- Scouts, parents and leaders should wear masks at the sales table or display.
- Use the Square credit card reader for sales. Have the customers swipe or insert their credit cards while you hold the device if they want.
  1. Remember contactless sales like Apple Pay and Google Wallet!
  2. Be sure to wipe off your device after each use following the device manufacturer's recommendations
- Bring small bills to make change. Keep all money in a secure money box. Remember to use hand sanitizer after each transaction.
- Bring extra masks, gloves, sanitizing wipes and hand sanitizer.
- Make sure the Scouts are in their uniforms.
- 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.

## ***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 a.m. - noon means pick up and set up popcorn before 8 a.m. and break down after noon.

## ***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