How to make your sales pitch...

- ❑ **Start with an introduction, your name and where your unit is located.**
  Don't start with, "would you like to buy some popcorn..."
  The answer is usually no...

- ❑ **Next, tell what your goal is for selling popcorn...**
  Are you selling to go to camp, new tents, a new trailer for your unit, Phimont or other high adventure? Let your customer know how they are supporting you and your unit. Make them feel they are investing in something.

- ❑ **Always wear your uniform and look sharp...**

- ❑ **Tell them what you are selling and how good a product it is.**
  - **Make a suggestion or tell them your favorite.**

- ❑ **Thank them for helping you on your way to your goal and restate the goal...**

Example...

Scout: Hello, my name is Jim and I am from Troop 20 in the Falls. I am trying to raise money to go to summer camp and am selling this great popcorn. My favorite is the microwave butter...
You'll help me, won't you???

Customer: Of course I will, I'll take one butter, and one butter light.

Scout: Thanks for helping me get to camp.

Show me someone who has done something worthwhile, and I'll show you someone who has overcome adversity – Lou Holtz

Family Fact Sheet

Remember these 5 items for a Successful Popcorn Sale!

1) List 5 things in your Scouting Program to be funded with Boy Scout Popcorn this year:

1. _____
2. _____
3. _____
4. _____
5. _____

2) Write in the Scout Popcorn Sales Goal:

Scout Popcorn Sales Goal $_____ Have your son write his goal on the Take Order Form.

3) Have your son look at the Prize Program (If your Unit is doing the Council Sponsored Program) and decide what prize level he wants to shoot for. Pick a Prize level that exceeds his sales goal listed in #2.

My Prize Level is _____

4) Sell in the neighborhoods! This has been proven to be the absolute best way to sell popcorn. More people buy, and spend more money. Practice role-playing with your son on the sales script he will use at the door. For example: "Hi, my name is _____ and I'm selling popcorn to go to Scout Camp (show color side of sales form to the customer). We have many new items this fall; will you please help me go to camp?"

5) List the Key Dates for this year's Popcorn Sale:

a. Sale Day(s) _____
b. Order Turn in Date _____
c. Popcorn Pickup _____
d. Money Collection _____