

Sale ends Sunday, October 14th.
All order forms and money must be turned in to Pat Klein by this day.

SCOUT TIPS FOR A SUCCESSFUL SALE

- ALWAYS wear your uniform. Everybody loves to support a Scout in uniform.
- ALWAYS sell in pairs accompanied by an Adult and never sell after dark unless you are with a Adult
- ALWAYS act like a Scout and be polite and courteous. Wear a smile and introduce yourself.
- ALWAYS walk on the sidewalk and driveway. Not through the yard. Watch for traffic
- Don't carry large amounts of cash with you. Never enter anyone's house
- Remember to always have 2 pens with you and make sure you keep your Take-Order form as neat as possible
- Statistics show 3 out of 5 houses buy popcorn when asked.
- Make sure you know all the different types of popcorn products you are selling
- Remember to keep your Take-Order form for next year so you can call on the same people.
- In case no one is at home, write a letter (and make copies of it) explaining the popcorn sale and why you are selling it. Explain the benefits for your Unit and Council; tell the dates of the popcorn sale, etc. Leave this letter with one of the sheets from your Mini Order Form. Place these forms in the newspaper box or at the front door of people's homes you know.
- Not every house will buy so do not become discouraged.
- The more people you ask – the more people will buy.
- Put popcorn sale articles in your school, church, and community bulletins/newsletters.
- Ask your parents to help you sell popcorn at their workplace for employee or customer gifts. Better yet, ask your parents if you can go to their office and sell. Make sure you deliver the popcorn and say "Thank You – if you can't deliver it yourself, tape a Thank You note on top of the popcorn!"
- Ask your parents to take a Mini Order Form to work to pass around the office.
- Remind your parents, grandparents, aunts, uncles and neighbors what a great gift popcorn makes for teachers, friends, co-workers etc. Also, let them know how quickly it runs out and to buy enough from you to last them until next year.
- Ask your friends at your place of worship if they would like to buy some popcorn.
- Write a thank you note and place a copy of it on all the popcorn you deliver to let everyone know how much you appreciate their support. (This will benefit you next year when you call on them.) Remember to say Thank You when you hand deliver it.
- Keep your Take-Order forms so you can call on these people again next year. People will remember how polite and courteous you were, the nice thank you note they received, and the Pecatonica popcorn that they did not buy enough of!

SAMPLE POPCORN SALES SCRIPT

Smile and always be polite. Have 3 pens ready and at least 2 order forms.

Hello! My name is _____.

Have you bought your (Cub/Boy) Scout Popcorn yet?

Be quiet. Wait for them to answer. The next person who talks loses.

If they have not bought...

May I show you your choices? Show them the page.

If you like to Microwave, we have:

Double Butter, Butter, Light, and Kettle Corn.

If you like your popcorn ready in tins we have:

Carmel, Cheese, Jalapeno, White Gold (that's white fudge)

Mud Puddles (that's Carmel dipped in Fudge)

If you want more than one, you might try the American Sampler or

The Fiesta Sampler of Cheese Popcorn

Or the Chocolate Lovers Trio.

Do you like to Microwave or do you want the popcorn to be ready in tins?

Be quiet. Wait for them to answer. The next person who talks loses.

Say thank you when they buy.

Give them the thank you note and paid receipt.

Tell them you will deliver to their doorstep in November.

If they have already bought don't walk away! Half will buy a second time!

What have you bought so far? *Show them the page.*

Be quiet. Wait for them to answer.

If they have already bought in tins...

Have you bought your microwave popcorn yet?

If they have already bought Microwave...

Have you bought your tins yet?

Be quiet. Wait for them to answer.

If they say that is too expensive...

Your popcorns pays for our Camps and programs. Tell them what you do.

If they say they don't have money now or can they pay on delivery...

That's no problem. You can pay by check now and it will not be deposited until mid-October.

If they are not home, leave your "Sorry I Missed You" note.

- *About 3 out of 5 houses buy popcorn when asked. You need 2 "No's" to get 3 "Yes's".*
- *The secret to selling is that there is no secret. All you do is ASK.*