

# BEST SELLING PRACTICES FOR POPCORN

Trail's End wants to ensure that you sell safely and learn important life skills like goal-setting, public speaking, teamwork and much more. The **five best ways to sell**, **safety tips**, and the **selling script** below will give you everything you need to sell like a pro.

## FIVE BEST WAYS TO SELL



### 1. Take Order

This is the most traditional way to sell; going door-to-door with the take order form, which you receive from your leader or council. Your customer chooses the product(s) he or she wishes to buy and writes the order on your form. You will collect the money when you deliver the product to your customers a few weeks later.

**Advantages:** Provides a personal connection with your customers. Higher dollars per customer than storefront sales.



### 2. Show and Deliver

This method is similar to Take Order, except you carry Trail's End products with you to show to your customers as you visit them. The customer is able to select the products he or she wishes to buy from your product selection. You then hand over the product and collect the money right then and there.

**Advantage:** No return trip required for product delivery and money collection.



### 3. Selling Online

This is the best way to sell to your friends and family who live out of town. You can **send emails** to your customers asking them to purchase Trail's End products online. Your customers click on the link in your email and can begin shopping right away. They order products online and pay with a credit card, and Trail's End ships the products directly to your customers.

**Advantages:** No product delivery or money collection. Ability to sell popcorn year-round and reach your friends and family who live far away.



### 4. Selling at Work

Your mom and/or dad take an order form to their work place. Their co-workers write their order on the order form. Your mom and/or dad deliver product and collect the money a few weeks later.

**Advantages:** Expands your customer base, and offices often need snacks and gifts.



### 5. Show and Sell

Your den, pack, or troop gets permission to sell in front of a retail store or in the local mall. You set up a display with products for people to purchase as they walk by. Have plenty of products on display for people to buy.

**Advantages:** Gives you access to a large number of potential customers and promotes the Boy Scouts of America in the community.

## SELLING TIPS

- **ALWAYS** wear your uniform
- **ALWAYS** smile and introduce yourself
- **ALWAYS** tell your customers why you are selling popcorn
- **KNOW** the different kinds of popcorn you are selling
- **ALWAYS** say "Thank You"
- **ALWAYS** make a copy of your order form
- **ALWAYS** have a clean order form with a pen
- **BE SURE** to get customer email addresses to send them a "Thank You" email after the sale, reminding them they can re-order online.

## SAFETY TIPS

- **NEVER** enter anyone's home
- **NEVER** sell after dark unless you are with an adult
- **DON'T** carry large amounts of cash with you
- **ALWAYS** walk on the sidewalk and driveway
- **ALWAYS** sell with another scout or with an adult

## SCOUT SCRIPT

Hi, my name is \_\_\_\_\_, and I am with \_\_\_\_\_. I'm selling popcorn to raise money for the things I like to do in Scouting. The popcorn is delicious and there are many different kinds to choose from. Will you please help support me? (**Always** say "Thank You" when you are done)