

DRIVE THROUGH SALES



STEPS TO SUCCESS

Identify Locations – Look for high traffic locations with good visibility for potential customers to find you. Great spots might include parking lots for grocery stores, movie theaters, shopping centers, ball fields, or your chartered organization!

Initiate conversation with location – Contact the desired location where you would like to have a Drive Thru sale and see if you can set up a location in their parking lot. If they'll allow you, you could have a typical Show & Sell outside the store entrance with proper social distancing measures.

Other Tips & Tricks –

- Have customer remain in vehicle
- Utilize the door hanger for the customer to write down their order or create a simple order form
- Minimize contact by using a bin or tray to place popcorn and money in to handle the transaction between customer and Scouts. Consider something that can be easily cleaned between transactions.
- Keep stock of popcorn under table to limit contact and shade from sunlight & only pull out product requested by customer or consider using coolers without ice for storing chocolate varieties
- Encourage cashless transactions if possible
- Assign jobs for the entire day (i.e. 1 person is handling money, 1 is handling popcorn)
- Use posters to advertise price and sales goals that also encourage social distancing



SAMPLE DRIVE THRU SALE SETUP

START HERE

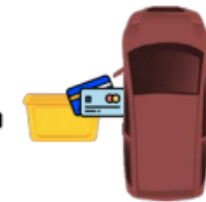
- Customer drives up to Station 1
- Adult volunteer stands 6 feet away from car and takes order
- Volunteer lets Scout know what popcorn to have ready at Station 2
- Customer utilizes basket at end of table to deposit payment method
- Volunteer asks customer to roll up window while grabbing basket with payment
- Volunteer processes payment and returns change/credit card back to basket at end of table of Station 3

STATION 1



STATION 2

STATION 3



END HERE

- Customer drives up to Station 3
- Customer's change/credit card is returned at this station
- After basket is empty and customer drives away, basket is to be sanitized

- Customer drives up to Station 2
- Scout will get order ready and place on table
- Customer is asked to open back seat or trunk of car
- Volunteer take order from table and deposits into back of vehicle and sends customer to station 3