

# FIVE KEYS TO A SUCCESSFUL SALE

## 1. SET YOUR SALES GOALS

- **Dream Big!** Determine what it is your unit would like to do in Scouting for the year. What will be your “Scouting Adventure”, and how much it will cost?
- Set the overall sales goal to fund your Ideal Year of Scouting.
- Assign every Scout Family a “Scout Goal” so you can achieve your “Scouting Adventure” – for example 15 containers or \$250.00 in sales.



## 2. CONDUCT A FUN AND EXCITING UNIT KICK-OFF

- Make it a fun-filled event!
- Share important dates and deadlines.
- Announce the overall goal, Scout Family goal and what activities your unit plans to do for the year.
- Do some role playing – Teach your Scouts a sales speech and have them practice it!

***“Hi sir/ma’am, my name is \_\_\_\_\_, and I’m a Scout with Pack/Troop/Crew \_\_\_\_\_. We are trying to raise money to support our Scouting Program. Won’t you please help us by trying some of our delicious popcorn and nuts?”***

## 3. COMMUNICATE WITH YOUR SCOUT FAMILIES

- Contact your Scout Families weekly throughout the sale.
- Share selling and safety tips.
- Share with parents the benefits their Scouts will receive through the sale: value of earning their own way, salesmanship skills, self-confidence, savings on out-of-pocket expenses, public speaking skills, how to manage money, how to set and achieve a goal.

## 4. USE UNIT INCENTIVES

- Be sure Scouts know about all prizes available through the prize program if your unit is participating.
- Offer your own incentives that will excite and motivate your sales force, THE SCOUTS!

## 5. PARTICIPATE IN ALL METHODS OF SELLING

- Use all the methods of selling: Show & Sell, Wagon Draggin’, Drive Through, Take Order and Online Sales.



### **SQUARE CREDIT CARD READERS**

Pecatonica River Popcorn is supplying a Square Card reader to each unit. They have committed to covering the credit card fees for all new Square accounts on the first \$1,000.00 in popcorn sales for the unit.

Because an increasing number of people do not carry cash, accepting credit card payments can increase your sales. Some units throughout the United States have reported increased sales of over \$5,000.00 when they accepted credit card payments.

Units may use any form of credit card payment they already have set up (PayPal, Venmo, Intuit, etc.) PA Dutch Council does not endorse any specific credit card system.

