



FIVE KEYS TO A SUCCESSFUL SALE

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.



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?”

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.

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!

PARTICIPATE IN ALL METHODS OF SELLING

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

CREDIT CARD \$ALE\$ OPTIONS

Because an increasing number of people do not carry cash, accepting credit card payments can increase your sales significantly. Many units have reported increased sales of more that \$5,000.00 when they accepted credit card payments.



Square readers work with the free Square Point of Sale app to allow someone to take payment on a smartphone or tablet. If your unit does not have credit card sales as an option, this is an easy, free way to make that happen. *Fast Setup – Free card reader & app – Load your inventory & track sales.* Visit square.com/j/PRPOPCORN2 to sign up.

NOTE: Any alternate form of collecting funds **must be tied directly to the unit’s bank account!** Units may use any form of credit card payment already set up (Intuit, PayPal, Square, Venmo, etc.).



PA Dutch Council does not endorse any specific alternate payment system.