

# 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 will it 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” – 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 pay for \_\_\_\_\_. Won’t you please help us by trying some of our delicious popcorn or nuts?”*

## COMMUNICATE WITH YOUR SCOUT FAMILIES

- Contact your Scout Families weekly throughout the sale.
- Share selling and safety tips.
- Share benefits Scouts 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

Show & Sell    Wagon Draggin’    Drive Through  
Take Order    Online Sales



### CREDIT CARD SALES 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 than \$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](https://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.