

Show and Sell Booth Best Practices



PECATONICA RIVER POPCORN

Things you will need to have a successful sale

1. Table for product
2. Table cover. Can be optional, but it looks nicer and more inviting to customers. Also a great way to cover up things under the table customers don't need to see
3. Signage – Popcorn boards, unit banners or homemade signs that are easy to read from afar
4. Money bag or box with some change to break larger bills. Don't keep this in plain sight!
5. Order forms, so you can refer back to product listings and info
6. Some means to record every sale. Electronic or paper/pen. Always have something to write with no matter what!
7. Popcorn receipts (optional). Can be printed off Pecatonica Website
8. Popcorn cover (if not setting up inside)
9. Jug of drinking water to refill Scouts water bottles
10. Product to sell and boxes to put on display behind you so it looks like you have a lot to move
11. A positive attitude! Nobody wants to buy from a grouchy Scout. SMILE and say Thank you!
12. A sales script for Scouts that they can quickly memorize and use
13. Confirmation of your sales shift by either the Store manager or whatever signup group you used to book the shift.
14. Some means to accept credit cards. Venmo, Square, PayPal, etc. Make it easy for customers to buy from you. If you don't accept cards, you will miss out on a LOT of sales. The sales you make as a result will more than offset any commission amounts paid for card processing, if any
15. Advertise your ability to accept credit/debit! Make sure your Scouts know to tell customers, especially if the customer says they don't have cash.
16. Have hand sanitizer on the table and available to all. It can help make some customers feel more at ease, especially if used.

Things not recommended

1. Chairs – If you or the Scouts are sitting down, you aren't selling. If you sit, the Scouts want to sit. Some adults may have reasons they may need to, but make this the exception and not the rule.
2. Donation jars. Yes, many put these out and get a lot from them. But we aren't begging for donations. If someone wants to donate, they will, you don't need to advertise it. If you decide to have one, suggest you keep it under the table in a safe spot you can control access to.
3. Complaining. Scouts look to adults on how to act or react to situations. If you are complaining about the weather, slow sales or whatever the issue is, they will complain too. Stay upbeat and encouraging your scouts to sell. *Remember, 100% of the people you DON'T ask, don't buy popcorn!*
4. Don't put price tags on products. Get customers interested in the product first, then tell them the price when ready to buy. Remind them that 70% of their purchase goes to Scouting.

Managing shifts

1. Setup a shift management system such as signupgenius.com, signup.com or the like for your unit. Most sites you can use for free.
2. Setup shifts for 1 or 2 hours shifts. Two to three scouts maximum per shift.
3. Give every Scout an opportunity to sign up and allow more after everyone has had a chance to get a shift.



Suggested places to sell

1. Grocery stores – Just about any store, but **do not ask Kroger, Tom Thumb or Albertson's**
2. Hardware Stores – Home Depot generally doesn't allow it, but Lowe's and other hardware stores often do
3. Pharmacy stores – Such as Walgreens and CVS
4. Church – If your Chartered Org is a church, ask them if they will allow you to have a booth for sales after services are over
5. Community events – Does your City's Park and Rec put on Family Fun type nights? Ask them if you can setup a booth!
6. Farm & Feed Stores – Places such as Tractor Supply or Feed Stores. Many of these are quite welcoming to Scouts
7. Craft Stores – Places such as Michael's
8. Gas stations with a lot of foot traffic – QT, Racetrac, etc
9. Walmart

More tips

1. Have Scouts dress in appropriate uniform. Shirts tucked in to appropriate shorts/pants. Not only are they representing themselves and your unit, but all of Scouting. Scouts who look sharp sell more popcorn!
2. Coach your Scouts to ask EVERYONE and smile! Look customers in the eye and greet them cheerfully
3. Don't get into debates with people who don't want to support Scouting. If they insist on a discussion, take it away from the Scouts
4. Say Thank you! Even if they don't buy popcorn
5. Know your products and teach your Scouts what they are. It is hard to sell something you don't know anything about!
6. Have Scouts pick a favorite flavor! Customer like to ask a Scout what they like best. If they are enthusiastic about their answer, I could be the deciding factor
7. Encourage Scouts to keep their sales pitch short and to the point. They or you can always give more information about the product after you get the customer's attention
8. If you are at a storefront and another unit arrives, work out the misunderstanding between yourselves. DO NOT take problems to Store Managers! They are more likely to ask everyone to leave and not let Scouts come back

Sample Sales Script

Sample sales pitch: Hi, my name is {First name only} and we are selling *DEELICIOUS* popcorn to raise money for our {Pack/Troop/Crew/Ship}. Would you like to buy some?

When the customer asks what you have, tell them “We have various microwave, cheese and caramel products as well as popping corn. What kind are you interested in?”

OR

Say “We have different kinds of sweet and savory, which do you like?”

If the customer narrows it down to a specific type, tell them about all you have of that type. Know your products! Use a Take Order form for reference if needed.

Feel free to modify as needed to suit your unit. Remember though, short and to the point is best!