

Tips from a Pro

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1) Be Neat! - You will make a great impression if you are in your class A uniform. Wearing your uniform when selling gives an impression of professionalism and shows people that you are proud of what you are doing.

2) Be Prepared: Learn the presentation below and don't change it. Your presentation should never be, "Do you want to buy some popcorn?" That question all too easily leads to the one-word answer, "NO". People will not be purchasing from you because you asked them to. They will be buying from you because YOU will have created a relationship with them very quickly and they will want to help you and the scouts.

3) Maintain Eye Contact! This is very important. Maintaining eye contact shows that you have confidence in yourself, your product, the program, and your group.

The Presentation

Tell them who you are: "**Hi sir / ma'am, my name is _____ (First name only!)**"

Continue with the group you are representing: "**and I'm a scout with pack / troop _____**"

Tell them what you are doing: "**We're selling popcorn to help raise money for our Pack / Troop.**"

Tell them what they can do for you: "**You can help us by buying some of our delicious popcorn.**"

Now get the sale by telling them to buy in a question: "**You'll help us out, won't you?**"

**Hi sir / ma'am, my name is _____,
and I'm a scout with Pack / Troop _____.
We're selling popcorn to help raise money for our Pack / Troop.
You can help us by buying some of our delicious popcorn.**

You'll help us out, won't you?

3) Always Be Polite & Courteous: You will be surprised by how many people will tell you "NO" just to see how you handle the rejection. You will be even more surprised by the number of people who will change their answer to "YES", just because you were polite and professional in the face of that rejection.

4) Thank Everyone: Even the people who don't buy. Just saying, "Thanks for listening", will often cause people to change a no decision to a YES!.

5) Keep Moving! If you are selling at one of the commercial locations (Acme, Wawa, etc.), you must continue to move and talk to people. Don't assume that they will walk up to you, they won't! The more people you approach, the more you will talk to, and the more sales you will make.

6) Keep Smiling: Do you like grumpy people? Neither does anyone else. Keep a smile on your face.