

Tips for Leaders

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1) Locations: Find locations with a high traffic of people throughout the day. Speak to the manager, co-manager, or assistant manager to secure the location. Most will limit the amount of time you can be there and that's ok. Once they see how professional the kids are, they will be willing to extend the dates or times.

2) Be Prepared: You should know the presentation that the scouts are using and listen to make sure that they do not change it. If they start to make changes, they will eventually forget what they were going to say or stammer through a presentation. They, and you will want to make every minute count when they are out there, and they don't want to lose sales due to a poor presentation.

3) DO NOT CREATE COMPETITION BETWEEN THE SCOUTS! This is very important. All sales should be fairly distributed amongst the scouts working at a location. Keeping tabs of what each scout sells individually can become extremely difficult and creates a competitive situation that could have the kids in arguments or fighting over customers. This is a team effort!

The Presentation to Obtain Locations

Tell them who you are:

"Hi, my name is _____"

Continue with the group you are representing:

"and I'm a leader with pack / troop _____"

Tell them what you are doing:

"We will soon be participating in our annual popcorn fund raising drive."

Tell them what they can do for you:

"We would appreciate it if our scouts could set up out front to sell popcorn. Our scouts have been trained to be professional and it will give them an opportunity to practice their communication skills while taking responsibility to support our Pack / Troop and the programs it offers to the community."

Close the deal:

"The dates are _____. You'll help us out, won't you?"

3) DO NOT Sell the Popcorn for the Scouts: Let them do it. You will find that they will back each other up, assist each other, develop increased and additional skills, and develop new levels of self confidence. You should be there as an advisor and motivator. Use two cash bags with zippers to control money. Allow the scouts to keep control of one and handle all sales dollars. You should keep the other in the car and from time to time clean out the excess cash. At the end of each selling period, do an accounting and let the scouts know how well they've done. If you know each scout's individual selling level, give them that information and let them know how "little" they must sell to get to the next prize level.