

Best Methods

Plan, Communicate, Excite, Prepare

- Set your Show & Sell locations, dates, and times as soon as possible
 - Avoid early times on the day of pick-up – schedule the afternoon
- Teach your Scouts the Michael Beck sales method and PRACTICE
 - Make it a game; have fun
- Hold a unit kickoff
 - Go for visibility and fun (a park, a pool, etc...)
 - Offer prizes
- Share sales targets/goals and the unit calendar so parents AND Scouts know what to look forward to and what to work for
- Offer weekly “prizes” for sales
 - Perhaps a top selling patrol can earn a free dish washing by the adults at the next campout or a top selling den can earn ice cream at their next meeting
 - Offering up “sweat equity” from the adults is HIGHLY motivating to older Scouts!
- On a Blitz Day, offer dollar store prizes for each 10 “no's” that a Scout receives. Even a no is good practice and a prize will keep them going.
- Know the prizes and talk about them often. That’s what the Scouts want! Help them turn in proper paperwork for instant recognition prizes as soon as possible.
- Use all the marketing tools available on the council website and the CAMP MASTERS website
- Join the Circle Ten Popcorn Facebook group to share idea, learn new ideas, share pictures, and swap products.
- Enlist the help of other adults
 - Assign them a piece of the sale, such as picking up product, setting up/working Show & Sell, prize coordination, den/patrol helper, administrative tasks, etc...
- Have your Scouts collect money upfront
- Have checks made payable TO YOUR UNIT
 - Deposit those checks right away
- Keep copies of the order forms so you can call upon those customers next year