

HOW TO SELL \$10,000 IN ONE WEEKEND

1. Book 3 locations
 - i. Grocery stores, hardware stores, Walmart, Sam's Club, Starbucks, banks
 - ii. not fairs, low volume stores, or special events
2. Hours: Friday 4-8, Saturday 10-8, Sunday 11-7
 - i. Friday is a very profitable day.
3. 2 boys/2 adults per slot (2 boys support one another, 3+ boys distract each other)
 - i. 2 hour slots for Cub Scouts, 4 hour for Boy Scouts
 - ii. Parents/Scouts sign up for slots well in advance at kickoff meeting
4. Book the early part of the sale period. Earlier sales are more profitable.
5. Contact and book locations months in advance
6. Laminate posters for your 3x6 tables (Staples has a laminating service, for example)
7. Boys sell, adults collect money. Customers want to purchase from Scouts not Adults
8. Possible way on how to divide up the sales per boys;
 - i. Create a sign in sheet at each location for each boy to log in their hours
 - ii. Take total \$ in sales and divide by total number of hours worked by all the boys combined
 - iii. This generates a \$ per hour figure
 - iv. Multiply the \$ per hour rate times the actual hours worked by each boy to generate a dollar amount for each individual Scout (no hours for parents)
 - v. Total \$ earned / total group hours worked = \$ per hour;
 - vi. \$ per hour times individual hours worked = income per boy
9. What to say: "Would you like to support Scouting by buying some popcorn?"
 - i. Philosophy: You are providing customers an opportunity to support local Scouting, and you are providing them a bag of popcorn with their donation as a way of saying "thank you."
10. Overcoming customer objections: VERY IMPORTANT
 - i. "It is too expensive..."
 1. "You're right! It is as expensive as movie popcorn, but in this case..."
 2. "70% of your contribution goes right back to local Scouting"
 3. "It is Americas' Best Popcorn. I particularly like the (Scout's favorite popcorn). It's delicious.
 - ii. "I don't eat popcorn."
 1. "You can donate to the military."
 2. "Every dollar you donate will be used to purchase popcorn which is sent to our soldiers fighting for our county."
11. Have pictures downloaded from the website to show them soldier's receiving popcorn last year. See attached. Attach it to a donation can.
12. Accept credit cards and debit cards – many Units have a seen 10%+ increase in their sales