

SAMPLE UNIT SHOW-N-SELL



Show-N-Sell consists of three sales methods:

1. Setting up a product display at a local business and selling product.
2. Taking product door to door and selling.
3. Parents taking a case of product to work and selling from their desk.
4. Online orders using your personal key codes.



By participating in both the Show-n-Sell and Take Order sales, your Unit can increase its overall sales!



PRE SHOW-N-SELL

- Select a place and arrange for a time and date to set up a display to sell product.
- Set up a schedule for boys with specific times of participation i.e. 4 boys per 2-hour shift. Remember your unit needs two-deep leadership.
- Pick up your product order on distribution day.
- Gather pictures of the events you have participated in or are planning to attend. People are more willing to purchase if they know what the money is being used for.
- Make banners for advertisement and point of sale excitement. This is a great craft or activity for a den or pack meeting.
- Have the boys practice what they are going to say to customers.

SHOW-N-SELL DAY

- You will need to have the following items: product, tables, chairs, posters, activity displays, tape, product for samples, and sample cups.
- On each container, tape an order form with the unit product chair's phone number and unit key code for online ordering. Many customers will buy again and this gives them the opportunity and the unit more profit.
- Make sure boys are in their uniforms.
- Have samples of the chocolate and caramel popcorn for people to taste. It is easier to sell the higher priced items if they can be sampled.
- Have a money box with \$20-\$50 worth of change.

WHAT TO SAY

- Focus on Scouting instead of the product. "Would you like to support Scouting by purchasing popcorn today? The money raised will help our entire Pack or Troop go to summer camp."
- Be specific on what the money is going to be used for. People will be more willing to purchase if they know where the money is going.

DOOR TO DOOR SHOW-N-SELL

- Distribute an allotted amount of product to each Scout. Scouts cover a specified neighborhood and sell and fill the order on the spot.
- Parents can use a Show-n-Sell method at their desks or areas at work.