

BEST SELLER TIPS

Successful popcorn sales do not rely solely on “cuteness”. It comes down to:

- Establishing a clear goal.
- Organizing a plan to reach this goal.
- Executing the steps of this plan with determination.

Consistency -- not cuteness -- gets you to the finish line. This guide is designed to help you every step of the way.

In the following sections, you'll gain insight into the various tools and resources available to you. Remember to adapt these for the COVID-19 guidelines in your area.

TOP TIPS FOR SALES SUCCESS!

Show your pride for Scouting. Wear your clean, neat uniform. Share with customers why you love being a Scout and what the popcorn fundraiser supports. Be polite, professional and respectful towards others and the property you are on. You are an ambassador of the Scouting movement. Don't just sell popcorn. Show your customers what Scouting has done to help you grow.”

Set a clear goal. Whether it's an amount you need for an activity or a specific prize you want to earn, be sure to set a clear sales goal prior to the start of the popcorn sale.

Practice ahead of time. Know your CAMP MASTERS script and develop your skills in making conversation, greeting strangers and engaging others with your storytelling. Learn how to take a personal interest in people of all ages. Finally, be ready to address common objections like “I don't have cash” and “popcorn has too many calories.”

Give customers options. Know your products and be able to comfortably explain the value of larger products to your customers. This includes offering the military or food bank donation options for those who don't like or want to purchase popcorn.

Never give up. Ask those you meet to support the Scouts through popcorn. Help them understand you're earning your way to exciting opportunities. Don't be afraid of those who may say “no” because every no eventually leads to a yes!

Always be prepared. Have a filling meal, get a good night's rest and do something fun to energize you before heading out to sell. This helps you excite customers about Scouting and popcorn. Wear some bright, colorful shoes to spark conversations. You'd be surprised how well this works. And don't forget to stay hydrated!

