

Storefront sales

also known as Show and Sell



Thank You & Reorder Cards for Customers.

Display and Scout NOT blocking doorway.

Sigs showing Scouting Activities

Product stacked neatly.



Smiling Scout in Full Uniform

Area Clean



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- Contact stores several weeks in advance.
- Assign Scouts (2-4) and parents in 2 hour blocks.
- Keep Scouts engaged ... not sitting or staying behind the table.
(1 x Behind Table, 2 x Store Exit, 1 Resting – Rotate every 10-15 minutes)
- DO NOT open up microwave boxes.
- Create and display banners & signs. Best signs are made by Scouts that show community involvement and to highlight Scout program.
- Divide equally among participating Scouts.
- Apply any donations towards military sales. (Tell the customers that, too!)
- Use leftover product to fulfill Take Order.

Door-to-Door WITH PRODUCT



also known as Show and Deliver

- Advantages of door-to-door
- Won't need to return and deliver.
- Wagon, cart, or vehicle with popcorn ... but not every flavor.
- Take on mid-range flavors. Can still buy low and high-end off Take Order form.
- Still document customer on form. These are next years' customers!
- Door-to-door yields more sales per hour than any other sales method.



Door-to-Door

also known as Take Order



- Practice script with Scouts.
- Scouts start with their own street, expand outward.
- “Blitz Day” - Sell as a Unit, Den, or Patrol
- Always wear their Class A uniform
- New Mobile “Take Order” App.
- Set “time goals” or “neighborhood goals.”

INTERESTING FACT

Two out of three people will buy when asked, but **less than 20%** of households are contacted every Fall.