Storefront sales
also known as Show and Sell

Display and Scout NOT blocking doorway.

Sigs showing Scouting Activities

Product stacked neatly.

Thank You & Reorder Cards for Customers.

Smiling Scout in Full Uniform

Area Clean
Storefront sales
also known as Show and Sell

- 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.