



## Run an effective storefront sale.

**REMEMBER!** You Are selling **SCOUTING**, not popcorn! Popcorn sales take place to help your unit support itself and provide an outstanding program for it's Scouts. Be sure you tell prospective customers that!

**Respect those that are trying to help you, help yourselves.**

- ◆ Always have a responsible adult onsite at any Show and Sell/Storefront location.
- ◆ Limit the number of Scouts on site at any one time. This helps them all make higher sales and eliminates congestion at the storefront. It also keeps the Scouts on task, trying to make sales.
- ◆ Have sign out sheets or inventories for product at the show and sell as well as cash logs to keep product and money straight.
- ◆ Be sure your Scouts know the products and have the prices available. Instruct your Scouts on correct behaviors, using their manners and ALWAYS saying 'Thank you, and Have a Nice Day.'" Doing Den

Step 8 in building a successful sale gives you some great information on managing your unit's sale. Don't forget that communication with your families is key!

**[Unit Inventory Management Worksheet.xls](#)** - Utilize this worksheet to keep track of your unit's inventory.

**[Family Popcorn Check-Out Form.xls](#)** - Utilize this form when checking out popcorn product to families.

**[Unit Product Transfer Form.pdf](#)** - Utilize this form to transfer popcorn product from one unit to another.

- Ask store manager for permission several weeks in advance.
- Assign Scouts (2-3) and parents in two hour blocks
- Do NOT open up microwave boxes or any of the collections.
- Divide sales equally among Scouts who participate.
- Use leftover product to fulfill take order needs
- Apply donations received towards your military sales.



**Be sure your sales area is clean and neat.  
Make an attractive display including  
product listing and prices.**

**Don't forget WHY you are selling!**

Meet with your Unit Committee and set up your IDEAL YEAR OF SCOUTING. Set your goals. Determine how many hours of show and sell your unit plans on. Don't forget to contact your locations as you plan. Your first order should include enough product to get you through until the next available pickup. Remember, you can **return**

You should begin the reservation process early to get the best times and locations. After conversing with the correct representative for the location, produce a letter from yourself as your unit designee to the location in question. Be sure to spell out dates, times and who you spoke with. Keep a copy of the letter for your own confirmation, give the other to the store manager. Be sure to include your phone number and get theirs. For sample letters go to:

**[www.michiganscouting.org/popcorn](http://www.michiganscouting.org/popcorn)**

Watch your key dates and use the **[PRODUCT CALCULATOR](#)** to help you place your order. Remember to keep in mind the total number of 'Scout' hours that you are selling.

Timing is EVERYTHING! Choose your show and sell/storefront times and

locations carefully. The more traffic through your location, the better your sales should be.



# SAMPLE SHOW AND SELL

