

Find Your Spots: (Brave, Trustworthy)

Stores in busy locations fill up quickly so get calling early to set up your times. Consider the peak hours of your location, but have a back-up time in mind if your preferred spot is taken. After you book your spot(s), follow up in writing or, even better, stop in personally.

Advertise: (Helpful)

Let your community know with either a poster in the store window (if allowed), signs on street posts, or Scouts holding signs the day of. Post the days on Unit facebook pages.

Arrive Early: (Courteous, Obedient)

Get there 30 minutes early to check-in and ensure you have time to set up before your Scouts arrive to start selling. Your store might have changes to let you know about; play by their rules.

Have a full table: (Clean)

Nobody wants to take the last slice of pizza. Customers will hesitate to buy your last pack of something. Bring enough product to keep your table well stocked during your sale (but bring a cooler to keep your chocolate covered product in on those hot hot days).

Three Key Words: Engage. Your. Customers (Kind)

“How can I help you support Scouting today?” is the beginning of a conversation. “Do you want any popcorn?” is a fast yes or no question. Talk to your customers, let them know how valuable their support is, and above all wish them a “Good Morning”.

Show Some Style: (Cheerful, Thrifty)

Balloons, Signs, Streamers, heck even glitter. Decorate your booth like a Campsite, Sell out of a tent with a fake campfire and dutch oven full of popped corn. If you're having fun, your customers will know you're on to something worthwhile. (seriously though avoid glitter, it gets all over the place)

Tell Your Story: (Friendly)

You're not selling popcorn, not really. You're selling the Scouting Adventure. Show that to your customers. Pictures, an album, examples of activities all go a long way to letting customers know where their \$10, \$20, or \$35 goes.

Be Gracious: (Reverent)

Pre-printed Thank You notes, a handshake and a smile do a lot to make a customer feel they made a quality purchase. Be willing to accept smaller donations if customers can't afford the \$10 or more product levels. Many Units collect donations and put that money toward Military packages at the end of the sale.

Follow Up: (Loyal)

Send a Thank You note to the store for letting you set up. Your customers and locations will be happy to see you again in the future.