

# Targeting Popcorn Sales!

## ◎ **Target** Your Prizes & Sales Goals:

1. You can average \$120 - \$200 per hour in sales:  
\$500 in sales may require 3 to 4 hours (2 sheets)  
+ *one Saturday morning!*  
+ *Your unit will make \$165!*  
\$1,000 in sales may require 6 to 8 hours (4 sheets)  
+ *One Saturday!*  
+ *Your unit will make \$330!*  
\$2,000 may require 12 to 16 hours (8 sheets)  
+ *Two Saturdays!*  
+ *Your unit will make \$660!*  
+ *Imagine the camps and trips you can have!*
2. What prizes do you want? \_\_\_\_\_
3. What sales do you need to make? \$\_\_\_\_\_

## ◎ **Target** Your Customers:

1. **Ask** your customers from last year - best prospects.
2. **Ask** your family, friends, and neighbors.
3. **Ask** everywhere you go:  
 Soccer  Football  Family Events
4. **Ask** parents, grandparents, & family to help sell at:  
 Work  PTO  Clubs  Meetings  
*Challenge your family to match your sales!*
5. **Ask** if you can sell at your religious institution.
6. **Ask** everyone but newer homes may buy more.
7. **Asking** is the key to selling.

## ◎ **Target** Your Times:

1. Just like voting in Chicago, "*Sell early, sell often.*"
2. Saturday morning is the best time.
3. Saturday afternoon is next best.
4. Sunday afternoon is very good.
5. Sunday evening is good.
6. Weekday evenings after 5:30 can be good as well.

## ◎ **Target** Your Uniform:

1. Madagascar penguins say, "Cute & Cuddly, boys!"
2. Wear your uniform shirt, hat, and shorts if possible.
3. Cubs, wear your vests. They love your patches!
4. Boy Scouts, wear your merit badge sashes.

## ◎ **Target** Your Sales:

1. Everyone starts at the 1<sup>st</sup> home. Start at the end.
2. Mark a list of all house numbers as you go.
3. Note who buys and who doesn't.
4. Good batters don't swing at every pitch. Skip houses with newspapers not picked up or no lights on.
5. Hit homes with open garage doors or lights on.
6. Come back next trip to catch more people.
7. Have at least 3 pens & extra order sheets.
8. Know what to say - Learn your products.

## ◎ **Target** Your Safety:

1. Use Buddy system.
2. Don't sell after dark.
3. Don't go into houses.
4. Avoid dogs and cats.
5. Don't carry much cash.
6. Watch for traffic.
7. Use sidewalks & driveways.

## ◎ **Target** Your Territory:

1. Target best neighborhoods as your territory to cover.
2. Leave "Sorry I missed you" notes.  
+ Some will call you back!  
+ Increase chance on next trip through
3. Give receipts (Order Thank You notes)  
+ Note asks them to call if they want more.  
+ Some will call back for more!  
+ Be Courteous & build your name for next year.
4. Copy your order forms before turning them in.  
+ Use for next year  
+ In case they are lost or misplaced
5. Place your order. Double-Check your numbers.  
+ Consider ordering a couple extra items  
+ When you deliver, offer extra popular items.  
+ Deposit cash and turn in a check for proof.
5. Delivery thank you notes  
+ Note asks them to call if they want more.  
+ Be Courteous & build your name for next year.
6. Save your stuff for next year.  
+ Save your order forms  
+ Save your neighborhood house number lists  
+ Know who to ask & who to avoid next year

# Target Popcorn Sales!

## Sample Popcorn Sales Script

*Smile and always be polite. Have 3 pens ready and at least 2 order forms.*

**Hello! My name is \_\_\_\_\_.**

**Have you bought your (Cub/Boy) Scout Popcorn yet?**

*Be quiet. Wait for them to answer. The next person who talks loses.*

*If they have not bought...*

**May I show you your choices?** *Show them the page.*

**If you like to Microwave, we have:**

**Double Butter, Butter, Light, and Kettle Corn.**

**If you like your popcorn ready in tins we have:**

**Caramel, Cheese, Jalapeno, White Gold (that's white fudge)**

**Mud Puddles (that's Caramel dipped in Fudge)**

**The Fiesta Sampler of Cheese Popcorns**

**If you want more than one of these,**

**you might try the American Series Gift Pack with four ½ size tins**

**Or the Chocolate Lovers Trio.**

**Do you like to Microwave or do you want the popcorn to be ready in tins?**

*Be quiet. Wait for them to answer. The next person who talks loses.*

*Say thank you when they buy.*

*Give them the thank you note and paid receipt.*

*Tell them you will **deliver to their doorstep in November.***

*If they have already bought don't walk away! Half will buy a second time!*

*If an adult is with the Scout, the adult says ...*

Can \_\_\_\_ still give you his sales pitch? He has been practicing... **Be quiet.** *Wait for them to answer.*

*If an adult is not with you, the Scout says ...*

Can I still say my sales pitch for you? I've been practicing... **Be quiet.** *Wait for them to answer.*

*If they say that is too expensive...*

Popcorn pays for our Camps and programs. *Tell them what you do. Show them your patches!*

*If they say they don't have money now or can they pay on delivery...*

No problem. You can pay by check now and it will not be deposited until mid-October.

*If they are not home, leave your "Sorry I Missed You" note.*

• About 3 out of 5 houses buy popcorn when asked. You need 2 "No's" to get 3 "Yes's".

*The secret to selling is that there is no secret! All you do is **ASK!***