

Asking is the key to selling.

Target Your Customers - Add up all the easy prospects you can think of starting with the "Perfect 10":

___ 10 Sales to Family Friends, parents, grandparents, aunts, uncles, brothers, sisters

___ 10 Sales to your mom's friends at work, clubs, youth groups, teams, etc. Challenge your parents to each make 10 sales!

___ 10 Sales to your dad's friends at work, clubs, youth groups, teams, etc.

___ 10 Sales to closest neighbors.

That's your first 40 sales! At an average of \$20 each, that is your first \$800 in less than a week.

___ Hair salon, insurance office, bank, etc. You give them your business. 3 -10 sales?

___ Friends at your religious institution: 3 - 5 Sales?

___ Everyone you have sold anything to in the past. Did you keep their names and numbers?

___ The next 25 neighbors in each direction. (60% should buy!)

___ Ask everywhere you go – soccer, football, family events

That's 40 to 100+ easy sales! At \$20 each, that's \$800 to \$2,000 in sales!

Target Your Times

"Sell early, sell often." - Start selling as soon as you can,

Saturday morning is often the best time.

Saturday afternoon is next best.

Sunday afternoon is very good.

Sunday evening is good.

Weekday evenings after 5:30 can be good as well.

Wear Your Uniform

Wear your uniform shirt, hat, and shorts if possible.

Cubs, wear your vests. They love your patches!

Scouts BSA should wear merit badge sashes

Target Your Safety

Don't sell after dark

Don't go into houses

Don't carry cash

Use sidewalks and driveways

Watch for traffic

Target Your Sales

- Start with your own friends, family, and neighborhood if it is safe.
- Target safe neighborhoods - likely to buy.
- Have three pens and extra order forms.
- Everyone starts at the first home – start at the end.
- Note who buys and who doesn't.
- Skip houses with newspapers not picked up or no lights on.
- Hit homes with open garage doors and/or lights on.
- Come back next trip to catch more people.
- Leave "Sorry I missed you" notes. Some will call you back or remember when you come back.
- Give receipts (Thank You notes asking for additional orders).
- Keep a copy of forms you turn in as a backup and to use for next year.
- Ask if they can pay by check so you don't have to carry much cash.
- Save your names and phone numbers so you will know who to ask & who to avoid next year.
- Know what to say – Learn your products
- Always say "**Thank You**" even if they do not buy

Overcoming Objections

Customer Objections

1. **We can't eat popcorn.** Would you like to "Support the Troops" and send popcorn to soldiers overseas? How about as gifts for others?
2. **We already bought.** Can I practice my sales pitch with you anyway? (Many will still buy again!)
3. **That seems too expensive.** Tell them what you do. Show them your patches! 2/3's of the money helps local Scouts.
4. **I don't have any money.** No problem. You can pay by check now and it will not be deposited until _____. Or Better Yet – we take credit cards!!!
5. **Not home.** Leave your "Sorry I Missed You" note.