

# SHOW N SELL

## BEST PRACTICES

- Ask a team of sales oriented parents to be the Show N Sell (SNS) Team
- Start Early!!! Late Spring – Spring - Early Summer
- Brainstorm – What local high traffic locations can give us the best return for our SNS.
  - Think outside the box, visit other locations than Kroger and Walmart
- Have member of the SNS Sales Team visit potential SNS locations.
  - They should wear the complete Scout uniform
- Team member should meet with store managers face to face
- A simple selling agreement should be given to the store manager – keep a copy for the unit
- A selling agreement should spell out dates, times, locations, limitations (such as – do not sell at both doors), etc.
- Secure multiple locations
- Order Show N Sell popcorn
- Ask one team member to be provide a secure place to store the popcorn so that it will or become damaged. They should be responsible for checking in and out SNS product, as well as oversee the cash boxes
- Sell in 2-hour shifts
- Sell every day, not just weekends
- Choose a method for parents to sign up for shifts. The Trail's End app has a function that you can use to sign up for shifts, take credit cards and track sales. Only one Scout and one parent should sell at any location at a time
- Ask each Scout and parent to work 5, 2-hour shifts. A shift traditionally brings in \$150 an hour. By working 10 hours, a Scout can raise \$1500 and pay for their year of Scouting
- Unit should provide for each sales location - product, cash box, petty cash, table, a sample selling script, laminated Take Order form, square reader, etc.
- \* Anytime a cash box changes hands, each party should count all money and have a record that each sign and date
- \* Take American Heroes donations
- \* Track individual Scouts' sales to be sure each Scout gets credit for his/her individual sales

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- The first Scout/parent team per location should check out all the equipment and product for their shift
- Unit should provide for each sales location - product, cash box, petty cash, table, a sample selling script, laminated Take Order form, square reader, posters, etc. The first team of the day picks up all equipment
- The first team should count all money with the SNS Team member and both sign for how much is on hand. An inventory of all product should be provided to the Scout/parent team
- Make sure the popcorn display is neat and attractive. DO NOT put out prices.
- When the second team arrives, each parent should count all the money in the cash box and each sign for how much is on hand. It is a good idea to also inventory all product
- At the end of the day, the last Scout/parent team will return all equipment, product, and money to the SNS Team member. They should both count the money and sign for how much is on hand, as well as the product. Reconcile daily

### TIPS

- \* Show N Sell invokes the support of the community. Be prepared and wear your complete uniform
- \* Treat the Popcorn Sale like a business
- \* Deposit all money in a Unit bank account. Make regular deposits
- \* Take credit cards – NO FEES - much safer payment method than cash or checks (on average customers will spend more with credit cards than cash.
- \* Anytime a cash box changes hands, each party should count all money and have a record that each sign and date
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