

The 5-Step Sales Approach

1. SMILE and engage the customer.
2. Tell them who you are.
3. Tell them where you are from.
4. Explain what they can do to help Scouting and PUT THE PRODUCT in their hands.
5. Close the sale (nod and say, “You’ll help Scouting out today, won’t you?”).

As the Scout reaches the front door he rings the bell or knocks only once. When the customer comes to the door, he smiles and greets them with “hello” or “good morning” or something else appropriate.

He then says something to the effect of:

“My name is Samuel Brown and I am a Cub Scout in Pack 123 right here in River City. My Cub Scout pack is selling popcorn so that we can go to camp next summer and to help pay for all of our program costs throughout the year”

As he is saying this, he should put a box or tin of popcorn into the customer’s hand while his hands go behind his back.

Then, he smiles again, nods his head as he says, “You’ll help Scouting out today, won’t you?”

In most cases, this will result in a sale. And, while customers will examine the product in their hands, we shouldn’t limit their purchase to just one item from the product mix.

Be sure to use at least a mid-range item in your talk (\$20.00 Kettle Corn, \$20.00 “Boy Scout Tin” of 26oz. Caramel Corn with Almonds and Pecans, etc.) or you’ll sell a higher quantity of lower-priced items.