

# Show & Sell Locations



## Ways to Secure a Store Front

This section provides some general guidelines on how to approach a decision maker that can approve you using a storefront to sell popcorn. There are many ways to go about it, so these are just some helpful tips.

### Key points to address during the conversation:

- Your Scouts provide a great service to the community over the year – town clean-ups, community service projects, food drives, Eagle projects, mentoring boys in various ways – this is a way for a retailer to also give back to its community.
- This is good public relations for the retailer to be seen as supporting the community.
- Don't expect every retailer to welcome you with open arms. Many are reluctant as they may perceive you as just taking money away from their customers who may buy less in their store.
- Remember, you are not selling popcorn – you are selling Scouting. Popcorn sales are just a method for people to support Scouting.
- The retailer is giving the Scouts a chance to improve their selling and presentation skills, learn how to set a goal, create and follow a plan, earn their own way, and help promote teamwork.

### Key points to think of to help sell the retailer on giving you the time slot:

- Scouts will be supervised by an adult the entire time they are in front of the store.
- Scouts will clean up prior to the sale, keep the area clean during the sale, and clean up after the sale.
- Scouts will be in full dress uniform (not all people know what Class A means, so describe it for them).
- Scouts will be courteous, ask only once, and thank everyone even if they say no. They will not pester, harass or be forceful in trying to get someone to support Scouting.
- Know the dates and times that you would like ahead of time to be prepared to request them when asked by the manager.
- Have your request forms filled out ahead of time to be prepared to leave behind or hand to the manager to place in their store calendar. See Show & Sell Word Documents.

### Key points when you are speaking to the manager:

- "I am not sure if we can have you set up a display."
  - Expect sometimes to get resistance to the idea and be prepared to handle some objections. An objection is just someone not having enough information to make an informed decision.
- "The items are just too expensive!"
  - Yes, they do seem high, however 70% of the money goes right back to your local community through our Scouting organization. They are really supporting local Scouting with their purchase.
- "My customers will get annoyed being asked to buy popcorn!"
  - Our Scouts will ask nicely and will thank each person even if they say no. We will not step in front of people to ask and will not be persistent. Scouts have been selling popcorn for years so I think people are used to us being around, and we will be courteous.