

How to Run Successful Storefront Sales

Storefront sales are a great way to boost your popcorn sale. Many people don't purchase popcorn simply because they aren't asked. Selling in a storefront allows your unit to ask a large amount of people in one location. Below is a step-by-step guide to running a successful storefront popcorn sale.

1. Schedule sale times with a store.

- a. Call local grocery stores, pharmacies, hardware stores, malls, fairs, gas stations, sporting events, or any other location that you would like to try to set up a storefront sale.
- b. When calling, state your name and what unit you are representing. Ask if you can set up a jerky sale at their location. Have a few dates and times in mind that you would like to conduct your sale.
 - i. It is helpful to ask when the store tends to be the busiest so you can maximize your selling potential. You can also view the busy hours at a store on google maps.
 - ii. Ask what is the best way to communicate with the store manager to follow up/confirm dates and times. Some prefer you call while others prefer email communications.
- c. Be flexible! Understand that the store managers have multiple groups wishing to use their space. Be sure to verify that you will be the only group at their location during the times you agree upon.
- d. Ask whether you will be working inside the store or outside. Tell your Scouts to dress accordingly!

2. Sign-up Scouts to work shifts

- a. Decide how you will divide your storefront sales time. 1-2 hour shifts work well. Younger Scouts tend to do better with shorter shift times.
- b. No more than two Scouts working per shift is ideal. This allows one Scout to ask as customers are entering the store and the other Scout to ask as the customers are exiting the store. It is ideal to train your parents on how to conduct the storefront sale. This will help your leaders avoid burn-out. However, make this decision as a unit and ensure parents are aware if they are expected to stay during the sale. Remember 2-deep leadership if parents of selling Scouts are not present.
- c. Have Scouts sign up for shifts using a method that works best for you. Some suggestions for handling sign-ups are:
 - i. Traditional paper-pencil sign-ups
 - ii. Email or social media sign-ups
 - iii. Use the website www.signupgenius.com. This free website allows you to create a sign-up electronically. Parents log in to sign-up for shifts, and can see available shifts as well as who they will be working with at the sale. The website offers the option to automatically send a reminder email to the parents two days prior to the shift they are to work. Parents can also cancel their shift times via the website. As the creator of the signup genius account, the site offers the option for you to receive an email any time a change was made to the page.
- d. Decide how you are going to divvy up sales from the storefront hours. Are you going to average sales by day? Average sales by shift at the end of all sale dates? Do something different? Whatever your unit decides be sure to explain this to parents and Scouts before-hand.

3. Prepare for the sale

- a. Conduct a unit kick-off/training (reference "Unit Kick-off" sheet).
- b. Find a folding table. Remember that space is often an issue in the storefronts, so know how big your space is and use an appropriately sized table. Chairs are not ideal for Scouts or parents. The Scouts need to be standing while selling.

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- c. Decide on how you want your table to look. Do you want a tablecloth? Pictures on a poster or display board? Whatever items you choose to use, be sure to secure any items for your display before the date of the sale.
- d. Have a cashbox and some change available for cash sales. Make sure you know how much cash you are starting with before the sale begins.
- e. Typically, over 30% of your customers use their credit card to buy your product. Have your credit card reader and instructions for parents on how to run credit card transactions, if you are using this option. Decide if you have a device you are leaving for parents to use or if parents are to use their personal cell phones to run credit card transactions. Be sure to train parents before each sale. It might help leave instructions on how to use the credit card reader.
- f. Make an inventory sheet. This will allow you to see how much product went to the sale, how much product was sold and how many items can back to you. This will allow you track sales and inventory then make sure the money matches the products sold.
- g. Pack up your inventory and other items listed above to take to the store.

4. Conduct the sale

- a. Arrive at the store a few minutes before the agreed upon time. Speak with someone at the service desk and let them know who you are, the unit you are with, and that you are there to conduct a jerky sale. Ask where they'd like you to set up the table.
- b. Set up your table in the location the store has designated for you. Be sure to display the products neatly on the table.
- c. Make sure that there is a list of who is working what shift for that day at the sale. Also, be sure to leave the contact information for the unit coordinator at the sale so if any questions or problems arise, you can be contacted immediately.
- d. Have the Scouts dressed neatly in full uniform with a smile on their faces. Scouts should invite customers to support their Scouting adventure, summer camp, or something personal about him/her. Remember, customers are more likely to purchase product from Scout who look and act sharp. Remind the Scouts that they are representing not only your unit, but all Scouts, and the way they present themselves matters.
- e. Teach the Scouts to respond in one of the following, respectful ways. Remember that the Scouts probably won't know how to respond unless you teach/coach them both before and during the sale.
 - i. If the customer says "No," respond with "Ok. Have a wonderful day!"
 - ii. If the customer states they've already purchased, respond with "Thank you for your support to Scouting!"
 - iii. If the customer states that they're interested, "Great! Let me show you what's available." Then follow through with the sale.
- f. When you sell a product, be sure to mark it on the inventory sheet (if you've opted to have one) and thank the customer.

5. After the sale

- a. At the end of the sale time, pack up all inventory, table and chairs, etc. and take them home or give the items to the designated unit person.
- b. Once home, count down the cash box and credit card sales, check product inventory, and make sure all numbers are equal.
- c. Record sales and credit Scouts according to your system.
- d. Write a thank you note to the store manager for allowing you to sell at their location.

That's it! Remember to make the sale your own. Each unit will do things slightly differently according to their needs. The most important part is to have fun! Scouts will get sad/frustrated but will continue to improve as they keep doing it.