

Sales Pitch

A sales pitch is a planned presentation of a product or service essentially designed to introduce a product or service to an audience and close the sale.

This is also known as the “elevator pitch”. This pitch should be no longer than it takes to ride an elevator. Typically this is between 30 and 45 seconds. The elevator pitch should have these five elements:

- Introduction
- What you are selling
- Why you are selling it
- Ask the customer to take action
- Close

These foundations are in the scripts below. It is important to follow the scripts and instructions to the letter. The psychology behind each script is also below.

Sample Door-to-Door Script

“Hi, my name is _____ (say first name only).

I’m a Scout with Pack/Troop _____ here in _____ (city).

I am selling popcorn to help raise money to go to Scout Camp (or other major activity). By buying popcorn today, you’ll be helping me earn my own way to camp next summer and do fun things with my Pack/Troop all year long.

(Hand the customer the Take Order form and a pen and point out your favorite item. Make sure it is a \$20 or more item).

You’ll help me, won’t you?”

There is some psychology to script above.

It is important to introduce yourself to the customer. People respond better if they have a name to the face. It makes the interaction feel more personal. In addition, identifying the Unit and City is important. It makes the customer feel as if it is *their* local Unit they are supporting.

The next part speaks to why the Scout is selling popcorn. People are more likely to purchase a fundraising product if they know the reason why the Scout is selling.

Handing the order form to the customer is important. Again, people are more likely to purchase popcorn if they have the order form in their hand.

Next, it is important to point out the Scouts favorite product on the form and hand them the pen. It lets the customer have confidence the Scout knows the items and leads the customer to a specific product.

Finally, the closing is vitally important. People do not like to be sold anything. However, people generally are willing to help a person in need. This line brings the focus away from the product itself and back to the Scout at the door. The customer is more likely to say 'Yes'.

Sample Show and Deliver Script

"Hi, my name is _____ (say first name only).

I'm a Scout with Pack/Troop _____ here in _____ (city).

We are selling popcorn to help raise money to go to Scout Camp (or other major activity). By buying popcorn today, you'll be helping us earn our way to camp next summer and do fun things with our Pack/Troop all year-long.

I happen to have this item on me today (Hand the customer the Take Order form) or you can get any other item and I will deliver it in on _____.

You'll help us, won't you?"

This script is only modified slightly by adding the line about having a certain product on them. People are far more likely to purchase the product a Scout has on them than have to wait for the product. This also helps the person aiding the Scout transport the product around by having only a limited number of products on hand. Limit this to 2-3 items maximum. Make sure these items are \$20 or more in value. People are willing to help the Scout, but most want to do this at the lowest possible amount.

Sample Show and Sell Script

"Excuse me ma'am/sir.

Hi, my name is _____ (say first name only).

I'm a Scout with Pack/Troop _____ here in _____ (city).

I am selling popcorn to help raise money to go to Scout Camp. By buying popcorn today, you'll be helping me earn my way to camp next summer and do fun things with my Pack/Troop all year-long.

This product is my favorite (Point out an item \$20 or higher).

You'll help me, won't you?"

Again, it is important to have the Scout lead with a higher dollar item. A person can always go down to a lower price item, but they are more likely to purchase the item they are showed first.

Preparation

To prepare Scouts to sell popcorn, adult leaders and parents should help Scouts develop their own "elevator pitch" or script with the above elements to share with customers.

TRAIN YOUR SCOUTS – HAVE THEM PRACTICE

Marketing

The first element of marketing is people must know about your product. This is one reason companies spend over \$4 Million for a 30-second commercial during the Super Bowl. This seems like a lot but with over 112 million people watching, the cost is relatively cheap at 3.5 cents per person.

This brings up two questions:

- What is the 'product' you are selling?
- How much does your Unit or Scout spend to let others know you're selling popcorn?

Focus on Scouting instead of the popcorn. The 'vision boards' help Scouts on an individual level. If you are selling at a storefront, create a large poster with photos of all the activities your Unit did last year. Make sure to include service events like Scouting for Food or planting flags to remember veterans during the holidays. In addition, place pictures of what you want to do next year including the camp you want to attend.

Avoid asking if they would like to 'Buy Popcorn'. If they just wanted to buy popcorn, they could get it cheaper in a store. People buy popcorn to support Scouting and the Scout in front of them.

Advertising your Unit is an important and often overlooked part of marketing. If you have secured a storefront location, ask them if you can put up a poster the week prior letting their customers know you will be there next weekend. Many communities have gone to mailboxes grouped together to help the post office. These are a great places for a poster letting the community know your Unit is selling popcorn in their neighborhood on a particular weekend (Blitz Day).

Many newspapers and television stations will allow a Public Service Announcement (PSA) letting the community know the Boy Scouts are selling popcorn. Smaller communities with a television station have a distinct advantage because they will run a story during their morning and/or evening news about your popcorn sale.

Finally, social media can be used to deliver the message about your Unit's sale. Facebook, Twitter, Pinterest and other avenues can expand your reach in letting others know about your Unit's sale.

Sales and Marketing are the components which help deliver success to your popcorn sale. Make sure your Scouts practice their script and know it by heart. Find every method possible to expose as many people to the sale as possible. Create and deliver enthusiasm about all the parts of the pitch and your Scouts will be able to fully participate in the Scouting program.